

ESTTA Tracking number: **ESTTA468374**

Filing date: **04/20/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Arizona Board of Regents for and on behalf of Arizona State University
Granted to Date of previous extension	04/22/2012
Address	P.O. Box 872003 Tempe, AZ 852872003 UNITED STATES
Attorney information	Jennifer A. Van Kirk and John L. Krieger Lewis and Roca LLP 40 North Central Avenue, Suite 1900 Phoenix, AZ 85004 UNITED STATES TRADEMARKS@LRLAW.COM Phone:(602) 262-5311

Applicant Information

Application No	85339446	Publication date	10/25/2011
Opposition Filing Date	04/20/2012	Opposition Period Ends	04/22/2012
Applicant	Leonard G. Davis 4 Gleneagles Drive Newport Beach, CA 92660 UNITED STATES		


Goods/Services Affected by Opposition


Class 025. All goods and services in the class are opposed, namely: Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Children's and infant's apparel, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Children's and infants' apparel treated with fire and heat retardants, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Clothing for wear in judo practices; Clothing for wear in wrestling games; Gloves for apparel; Head wear; Infant wear; Rain wear; Scientific and technological apparel, namely, shirts, pants, jackets, footwear, hats and caps, uniforms; Shoe covers for use when wearing shoes; Ski wear; Surf wear; Swim wear; Swim wear for gentlemen and ladies; Tennis wear

Grounds for Opposition


False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1446309	Application Date	10/11/1985
Registration Date	07/07/1987	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1947/09/02 First Use In Commerce: 1947/09/02 PUBLICATIONS NAMELY, HANDBOOKS, PAMPHLETS, MANUALS, BROCHURES, PROGRAMS, NEWSPAPERS, SCHEDULES, AND OTHER INFORMATIVE PRINTED AND WRITTEN MATERIAL CONCERNING THE UNIVERSITY AND ITS RELATED ACTIVITIES		

U.S. Registration No.	1449790	Application Date	10/11/1985
Registration Date	07/28/1987	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1947/09/02 First Use In Commerce: 1947/09/02 T-SHIRTS, SWEATSHIRTS, SWEAT PANTS, TANK TOPS, SHORTS, GOLF SHIRTS, NECK TIES, HATS, CAPS, SOCKS, JACKETS, JERSEYS, AND SWEATERS		

U.S. Registration No.	1470103	Application Date	03/27/1987
Registration Date	12/22/1987	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1947/09/15 First Use In Commerce: 1947/09/15 EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, SPONSORING ATHLETIC EVENTS


U.S. Registration No.	1555794	Application Date	10/11/1985
Registration Date	09/12/1989	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 1947/09/00 First Use In Commerce: 1947/09/00 MUGS, CUPS, GLASSES, TUMBLERS, CONTAINERS FOR FOOD, AND PORTABLE HOUSEHOLD CONTAINERS NOT OF METAL		


U.S. Registration No.	3092912	Application Date	05/18/2005
Registration Date	05/16/2006	Foreign Priority Date	NONE
Word Mark	TEAM SPARKY		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 sponsoring intramural, intercollegiate and exhibition athletic and sporting events, namely, football, basketball, track and field, gymnastics, baseball, wrestling, volleyball, badminton, golf, tennis, archery, softball swimming and diving, cross country, and other related sports

U.S. Registration No.	3910101	Application Date	01/27/2010
Registration Date	01/25/2011	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a stylized long-handled trident.		
Goods/Services	Class 041. First use: First Use: 1947/09/15 First Use In Commerce: 1947/09/15 Encouraging and providing coaching and facilities for intramural, intercollegiate and exhibition athletic and sporting competitions by organizing, sanctioning, conducting, regulating and governing sports programs and activities in the following sports: football; basketball; track and field; gymnastics; baseball; wrestling; volleyball; badminton; golf; tennis; archery; softball; swimming and diving; cross country running"		

U.S. Registration No.	3960580	Application Date	03/23/2010
Registration Date	05/17/2011	Foreign Priority Date	NONE
Word Mark	PITCHFORK		

Design Mark			
Description of Mark	The mark consists of design of a pitchfork with the word "PITCHFORK".		
Goods/Services	Class 016. First use: First Use: 2006/02/22 First Use In Commerce: 2006/02/22 printed publications, namely, magazine supplements to newspapers featuring information about restaurants and dining		

U.S. Registration No.	3960581	Application Date	03/23/2010
Registration Date	05/17/2011	Foreign Priority Date	NONE
Word Mark	PITCHFORK		
Design Mark			
Description of Mark	The mark consists of design of a pitchfork with the word "PITCHFORK."		
Goods/Services	Class 043. First use: First Use: 2006/02/22 First Use In Commerce: 2006/02/22 providing information relating to restaurants and dining		

U.S. Registration No.	4074579	Application Date	10/16/2009
Registration Date	12/20/2011	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of a pitchfork.		
Goods/Services	Class 025. First use: First Use: 2006/02/22 First Use In Commerce: 2006/02/22 Athletic uniforms; Caps; Caps with visors; Jerseys; Shirts; Tops; and Uniforms		

Attachments	73562896#TMSN.gif (1 page)(bytes) 73562884#TMSN.gif (1 page)(bytes)
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	73651696#TMSN.gif (1 page)(bytes) 73562891#TMSN.gif (1 page)(bytes) 78632655#TMSN.jpeg (1 page)(bytes) 77921520#TMSN.jpeg (1 page)(bytes) 77966442#TMSN.jpeg (1 page)(bytes) 77966507#TMSN.jpeg (1 page)(bytes) 77850944#TMSN.jpeg (1 page)(bytes) Fear the Fork 446 Opposition.pdf (9 pages)(365182 bytes) Fear the Fork Opposition Ex A-B.pdf (7 pages)(2704096 bytes) Fear the Fork Opposition Ex C-D.pdf (9 pages)(5304462 bytes) Fear the Fork Opposition Ex E-G.pdf (10 pages)(2883456 bytes) Fear the Fork Opposition Ex H.pdf (11 pages)(3997437 bytes) Fear the Fork Opposition Ex I-L.pdf (11 pages)(3117909 bytes) Fear the Fork Opposition Ex M.pdf (19 pages)(501257 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Jennifer A. Van Kirk/
Name	Jennifer A. Van Kirk
Date	04/20/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

ARIZONA BOARD OF REGENTS for and on behalf of ARIZONA STATE UNIVERSITY, Opposer, v. LEONARD DAVIS, Applicant.	Mark Serial No. FEAR THE FORK 85/339446 Published October 25, 2011
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NOTICE OF OPPOSITION

Pursuant to 15 U.S.C. § 1063(a), Opposer The Arizona Board of Regents for and on behalf of Arizona State University (“Opposer”), hereby opposes registration of application Serial No. 85/339446 (the “446 Application”) for FEAR THE FORK published in the *Official Gazette* on October 25, 2011. As grounds for this opposition, Opposer alleges as follows:

1. Opposer is the Arizona Board of Regents acting for and on behalf of Arizona State University.
2. Applicant Leonard Davis (“Applicant”) is an individual with an address of 4 Gleneagles Drive, Newport Beach, California 92660.

Opposer’s Fame and Notoriety

3. Arizona State University (“ASU”) is a public research university located in the Phoenix metropolitan area. With a 2011 enrollment of 72,254, it is the largest public university in the United States by enrollment.

4. Founded in 1885 as the Tempe Normal School for the Arizona Territory, the school eventually came under control of the Arizona Board of Regents and was renamed Arizona State College, which was later changed to Arizona State University in 1958.

5. ASU offers programs in the liberal arts and sciences, engineering, journalism, business, law, nursing, and public policy. The university is broadly organized into 14 divisions and is spread across four campuses: the original Tempe campus, the West campus in northwest Phoenix, the Polytechnic campus in eastern Mesa, and the Downtown Phoenix campus. All four campuses are accredited as a single institution by the Higher Learning Commission.

6. ASU's athletic teams compete in Division I of the NCAA¹ and are collectively known as the "Arizona State Sun Devils." ASU is also a member of the Pacific-12 Conference² and has won 23 national championships.

7. This last school year, ASU obtained the following national rankings and awards by way of its sports programs:

- 2010-2011 National Champions (1): Softball (second in ASU history; other was in 2008)
- 2010-2011 NCAA top-10 finishes/rankings (2): softball (national champion), wrestling (6th),
- 2010-2011 NCAA top-25 finishes/rankings (5): softball (national champion), wrestling (6th), women's golf (17th), men's golf (18th), women's swimming/diving (18th)
- Individual 2010-2011 NCAA Champions (3): Anthony Robles (wrestling/125 pounds); Bubba Jenkins (wrestling/157 pounds); Jordan Clarke (men's track & field/shot put)
- 2010-2011 Pac-10 Team Champions (1): Softball (second in ASU history; other was in 2008)
- Individual 2010-2011 Pac-10 Champions: Jasmine Chaney (women's track and field/400m); Anna Jelmini (women's track and field/discus); Jordan Clarke (men's track and field/shot put); Christabel Nettey (women's track and field/long jump); Samantha

¹ Division I (D-I) is the highest level of intercollegiate athletics sanctioned by the National Collegiate Athletic Association (NCAA) in the United States. D-I schools are generally the major collegiate athletic powers, with larger budgets, more elaborate facilities, and more athletic scholarships than Divisions II and III.

² Dubbed the "Conference of Champions," the Pac-12 has won more NCAA National Team Championships than any other conference in history; with ASU's softball title in 2011, the conference won its 400th NCAA Championship

Henderson (women's track and field/heptathlon); Anthony Robles (wrestling/125 pounds); Jake Meredith (wrestling/184 pounds); Rebecca Ejdervik (women's swimming/100 breaststroke); Constantin Blaha (men's diving/3m springboard); Riley McCormick (men's diving/10m platform)



- 2010-2011 Pac-10 Coaches of the Year (3): Mark Bradshaw (men's diving); Shawn Charles (wrestling); Clint Myers (softball)
- 2010-2011 Pac-10 Freshmen/Newcomers of the Year (3): Junior Onyeali (Football/Defensive Freshman of the Year); Bubba Jenkins (Wrestling Newcomer of the Year); Dallas Escobedo (Softball Freshman of the Year)
- 2010-2011 Pac-10/Toyo Tires Scholar-Athletes of the Year (1): Rihards Kuksiks (men's basketball); Mary Atkinson (gymnastics)
- 2010-2011 PAC-10 Postgraduate Scholarship Winners (2): Alexandra Elston (soccer); Mary Atkinson (gymnastics)
- ASU in the final Directors Cup Standings: 2010-11 - 27th








In other words, ASU is well-known nationally for excellence in its sports programs.

Opposer's FORK and FEAR THE FORK Marks

8. Since 1946, ASU's mascot has been "Sparky" the Sun Devil, which was developed by illustrator Bert Anthony, who had worked at the Walt Disney Studios in the 1930s and 40s. (Ex. A.) The pitchfork -- or "Fork" -- has become uniquely associated with ASU. (See e.g., Ex. B.)

9. In fact, ASU owns a number of federal trademark registrations consisting of or incorporating its stylized pitchfork, and covering various goods and services in numerous International Classes, including, but not limited to, the following:

	1,446,309	7/7/87	Publications namely, handbooks, pamphlets, manuals, brochures, programs, newspapers, schedules, and other informative printed and written material concerning the university and its related activities (16)
	1,449,790	7/28/87	T-shirts, sweatshirts, sweat pants, tank tops, shorts, golf shirts, neck ties, hats, caps, socks, jackets, jerseys, and sweaters (25)

	1,470,103	12/22/87	Educational and entertainment services, namely, sponsoring athletic events (41)
	1,555,794	9/12/89	Mugs, cups, glasses, tumblers, containers for food, and portable household containers not of metal (21)
	3,092,912	5/16/06	Sponsoring intramural, intercollegiate and exhibition athletic and sporting events, namely, football, basketball, track and field, gymnastics, baseball, wrestling, volleyball, badminton, golf, tennis, archery, softball swimming and diving, cross country, and other related sports (41)
	3,910,101	1/25/11	Encouraging and providing coaching and facilities for intramural, intercollegiate and exhibition athletic and sporting competitions by organizing, sanctioning, conducting, regulating and governing sports programs and activities in the following sports: football; basketball; track and field; gymnastics; baseball; wrestling; volleyball; badminton; golf; tennis; archery; softball; swimming and diving; cross country running (41)
	3,960,580	5/17/11	Printed publications, namely, magazine supplements to newspapers featuring information about restaurants and dining (16)
	3,960,581	5/17/11	Providing information relating to restaurants and dining (43)
	4,074,579	12/20/11	Athletic uniforms; Caps; Caps with visors; Jerseys; Shirts; Tops; and Uniforms (25)

(Collectively the FORK Marks.) (See also Ex. M.)

10. As early as 2007, ASU began promoting its “FEAR THE FORK” slogan in connection with its athletic programs. (Ex. A.)

11. By 2009, ASU had launched an entire “FEAR THE FORK” campaign. “FEAR THE FORK” games became part of the festivities. (See Exs. C & D.) In fact, ASU worked with several manufactures and retailers to create “FEAR THE FORK” merchandise. For example, ASU worked with Wells Fargo Bank to create a series of “FEAR THE FORK” posters. (Ex. E.) ASU also began working with Nike in 2008 to create a line of “FEAR THE FORK” t-shirts sold

at the “FEAR THE FORK” Homecoming in 2009. (Ex. F.) ASU launched a “College Kids” line of “FEAR THE FORK” infant, toddler and youth apparel that year as well. (Ex. G.)

12. In the next couple of years, the “FEAR THE FORK” slogan continued to be embraced by fans. It has grown in national notoriety and become uniquely associated with ASU.

13. On April 12, 2011, ASU further embraced the “Fork” and unveiled its new FEAR THE FORK marketing campaign, that included an announcement that there would be a complete redesign of all 21 teams’ sports uniforms, that placed a particular emphasis on a newly-redesigned “Fork” and a customized Sun Devil Athletics font, which incorporates unique characteristics intended to represent the horns of its mascot Sparky and the tines of the pitchfork he carries. (Ex. H.) ASU spent a significant amount of money developing the FEAR THE FORK campaign.

14. ASU uses the FEAR THE FORK Mark and its newly-redesigned “Fork” in connection with a variety university-related activities and communication outlets, including the university’s website, on clothing and posters around campus. (Exs. I & J.) ASU’s website incorporates the new “Fork” design and uses it as a “favicon” for marking the university’s site. (Ex. K.) Furthermore, the new “Fork” design is used in connection with the student “app” available for use with smart phones. (Ex. L.)

15. As set forth above, ASU has acquired significant notoriety and common law rights in its FEAR THE FORK Mark.

16. ASU has continuously used its FEAR THE FORK Mark and FORK Marks in commerce in connection with a broad variety of goods and services (including, for example and without limitation, promoting the university and its sports teams, and related merchandise, such as posters, t-shirts, sweatshirts, athletic wear, jackets, hats and caps, athletic uniforms, and children’s and infant’s apparel) and various advertising and marketing activities to promote such goods and services in the United States.

17. As a result of its extensive use of its FEAR THE FORK Mark and FORK Marks in connection with its goods and services, ASU has developed substantial goodwill in its FEAR THE FORK Mark and FORK Marks. ASU's customers and the public in general know and recognize ASU's FEAR THE FORK Mark and FORK Marks and associate them with ASU.

Applicant's FEAR THE FORK Application

18. On June 7, 2011, almost three months after ASU announced its FEAR THE FORK re-branding campaign, Applicant filed the '446 Application for the FEAR THE FORK mark.³

19. ASU's FEAR THE FORK Mark and Applicant's FEAR THE FORK mark are identical, and the overall commercial impression of both marks is similar. Moreover, Applicant's FEAR THE FORK mark will cause confusion given the established reputation and association ASU and the "Fork" have by way of ASU's FORK Marks.

20. Applicant is seeking to register the FEAR THE FORK mark for: "Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Children's and infant's apparel, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Children's and infants' apparel treated with fire and heat retardants, namely, jumpers, overall sleepwear, pajamas, rompers and one-piece garments; Clothing for wear in judo practices; Clothing for wear in wrestling games; Gloves for apparel; Head wear; Infant wear; Rain wear; Scientific and technological apparel, namely, shirts, pants, jackets, footwear, hats and caps, uniforms; Shoe covers for use when wearing shoes; Ski wear; Surf wear; Swim wear; Swim wear for gentlemen and ladies; Tennis wear" in International Class 25.

³ Applicant has also applied for FEAR THE FORK in International Class 16 for "3D decals for use on any surface; Albums for stickers; Appliques in the form of decals; Bumper stickers; Children's wall stickers and murals; Decals; Decorative decals for vehicle windows; Decorative stickers for helmets; Magnetic bumper stickers; Sticker albums; Stickers; Stickers; Stickers and sticker albums; Stickers and transfers; iron on, plastic transfers" in International Class " (U.S. Application No. 85/357467), to which Opposer has also filed a Notice of Opposition.

21. ASU is likely to be damaged by Applicant's registration of the FEAR THE FORK trademark.

22. Furthermore, upon information and belief, Applicant's adoption of the trademark FEAR THE FORK was with knowledge and notice of ASU's FEAR THE FORK Mark and FORK Marks and its established reputation.

23. The registration of Applicant's trademark would be inconsistent with ASU's superior rights in its FEAR THE FORK Mark and FORK Marks. The FEAR THE FORK marks are identical and the goods actually offered under the marks are closely related, in that both Applicant's and Opposer's goods comprise printed materials.

Registration of this Application Will Cause Confusion

24. The registration of Applicant's trademark is likely to cause confusion, or mistake, or to deceive consumers as to the source of each party's services and may lead consumers to falsely infer the existence of an affiliation, connection or association between the parties in violation of 15 U.S.C. §1052(d).

25. Applicant's trademark incorporates ASU's FEAR THE FORK Mark in its entirety. The use of ASU's FEAR THE FORK Mark with Applicant's trademark is likely to cause consumer confusion, mistake or deception.

Registration of this Application Will Falsely Suggest a Connection with ASU

26. Applicant's trademark also comprises matter that may falsely suggest a connection with an institution, namely, ASU, in violation of 15 U.S.C. §1052(a).

27. ASU's continuous and widespread use of the FEAR THE FORK Mark and FORK Marks has caused the public to associate these marks uniquely with ASU. Consumers will presume a connection between Applicant and ASU due to Applicant's use of these marks, when no such connection exists.

28. For these reasons, registration of the mark FEAR THE FORK would be inconsistent with ASU's rights in its FEAR THE FORK Mark and FORK Marks and would damage ASU.

WHEREFORE, it is respectfully prayed that this Opposition be sustained and that applicant's Application No. 85/339,446 be denied registration.

Dated this 20th day of April, 2012.

Respectfully submitted,

LEWIS AND ROCA LLP

By: /Jennifer Van Kirk/

Jennifer Van Kirk

John L. Krieger

40 North Central Avenue

Phoenix, Arizona 85004-5311

Tel.: (602) 262-5311

Fax: (602) 734-3750

Attorneys for Opposer

CERTIFICATE OF SERVICE

I, Karen Wildman, hereby certify that a true and accurate copy of the foregoing **NOTICE OF OPPOSITION** has been served by mailing said copy on April 20, 2012, via First Class Mail, postage prepaid to:

Leonard G. Davis
4 Gleneagles Drive
Newport Beach, CA 92660

/Karen Wildman/
an employee of Lewis and Roca LLP

Exhibit A

Exhibit A



Text Version



You little Devil



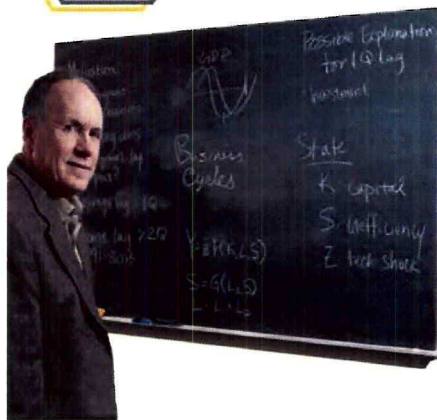
The Sun Devil became ASU's athletics logo in 1946, replacing the Bulldog. The logo of Sparky was developed by illustrator Berk Anthony, who worked at the Walt Disney Studios in the late 1930s and early '40s. The Disney connection has bred numerous urban legends about the logo, including that the playful imp was designed to look like Disney himself as a way of mocking the studio executive.

We promise

The Sun Devil Promise is ASU's commitment to the children of Arizona and their parents to recruit, enroll, educate and advance Arizonans from every economic, social and cultural background, providing full funding to all Arizona freshmen from families with incomes under \$25,000. The program pays for tuition, fees, books, room and board – about \$13,000 a year. Since its inception, more than 1,000 students have enrolled at ASU under the program.

A Nobel effort

In 2004, ASU economics professor Edward Prescott became the university's first Nobel Prize winner. Prescott was named the Nobel Prize Laureate in Economic Sciences, an honor he shared with Finn Kydland of Carnegie Mellon University and the University of California-Santa Barbara. ASU's faculty includes winners of the Nobel and Pulitzer prizes, and members of the national academies of Sciences and Engineering and the Royal Society, among many others.



Seeking acceptance

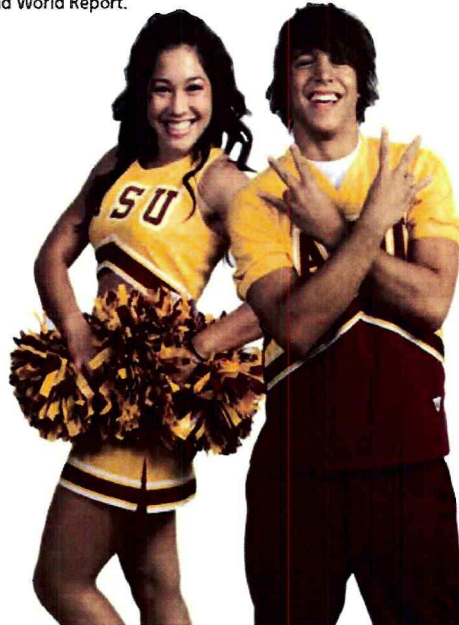
ASU students who apply for Fulbright awards to study overseas are among the most successful in the nation, with 40 percent of students who applied being chosen to receive the grants. (This beats Harvard's acceptance rate of 22 percent.) With 16 honorees, ASU ranks fourth in the nation among leading Fulbright institutions in its acceptance rate.

Simply the Best

ASU's graduate schools of engineering, education, business, nursing, psychology and fine arts are all rated among the "Best Graduate Schools in the Nation" (Top 50) by U.S. News and World Report.

fear the "fork"

While the "Hook 'em Horns" hand signal is a part of University of Texas lore, ASU has its own version: the "Pitchfork." The pitchfork is formed by extending the pointer, middle and pinky and pinning the ring finger with the thumb mimicking the pitchfork of ASU's mascot, Sparky. While the origin of the hand symbol is murky, it has become a universal symbol for Sun Devil fans.



GOING green

ASU launched the world's first School of Sustainability in 2007 to develop practical solutions to some of the most pressing environmental, economic, and social challenges of sustainability, especially as they relate to urban areas. The school includes extensive research and academic components, as well as a variety of on-campus initiatives.

Most influential

Ten ASU scientists are named among the most influential, highly cited researchers in the world by the Web site ISIHighlyCited.com.



play that funky music

At ASU there are scholarships for athletes and scholars – and for mariachis. ASU has two mariachis – Mariachi Diablos del Sol and Mariachi ASU, with most students in the latter studying at ASU on scholarship. The two ensembles perform each year for the Tucson International Mariachi Conference and at events throughout the state. For students who want a little less commitment, there's Marimba Maderas de Comitan, a Latin marimba band that sings and plays the music of Mexico, Cuba, Puerto Rico, Central America and the Andes.



explaining Lucy

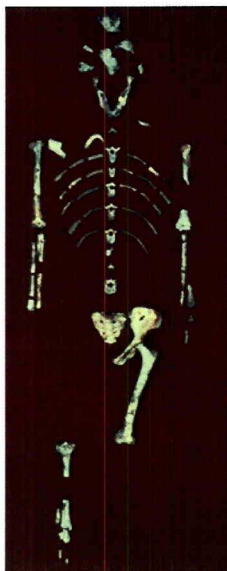
ASU's Donald Johanson launched his scientific career with the 1974 discovery of "Lucy," the 3.2-million-year-old fossil skeleton of a human ancestor from Ethiopia. The university's Institute of Human Origins houses replicas of Lucy's bones, which were produced in the institute's casting and molding laboratories.

Perfectly normal

When ASU was founded in 1885, Arizona was still a territory, and statehood was 27 years away. ASU began its life with 33 students as the Territorial Normal School, with the goal of "instructing persons in the art of teaching." ASU now boasts more than 63,000 students studying the traditional and the cutting edge – disciplines such as English and psychology alongside bioscience and Earth and space exploration.

The art of collecting

There are 12,486 works of art in the ASU Art Museum's collection, including 234 works by 84 Cuban artists — the most important collection of contemporary Cuban art outside the island.



Cronkite's School

Legendary news anchor Walter Cronkite may have attended classes at the University of Texas, but ASU boasts the Walter Cronkite School of Journalism and Mass Communication. The nationally accredited Cronkite School, named after Cronkite in 1984, focuses on professional journalism education at the undergraduate and graduate levels. The school has finished in the top 10 of the highly competitive Hearst intercollegiate journalism awards for the past four years. Construction is under way for a new, six-story, \$223 million facility in downtown Phoenix for the school, and for Eight/KAET-TV, ASU's award-winning PBS affiliate.

Branching out

The landscaped environment has always been important at ASU. When Arthur John Matthews became president of what was then called Normal School of Arizona in 1900, he found "a weedy 20-acre campus with cattle grazing in the shade of the Old Normal building." He set about changing the pasture to a garden, planting 1,478 trees of 57 varieties. Today, ASU's Tempe campus is a nationally recognized arboretum.

Works of art

ASU's Herberger College of the Arts is home to some of the nation's best arts programs according to U.S. News & World Report – printmaking No. 3; photography fifth overall and No. 2 among public institutions; master's of fine arts 13th overall and No. 8 among public institutions; and ceramics 14th overall and No. 11 among public institutions.

Here comes the sun

The sun is an abundant source of energy in Arizona, and researchers at ASU's Photovoltaic Testing Laboratory (PTL) are taking advantage of it. PTL has issued more than 250 qualification certificates and tested more than 2,500 solar modules for more than 150 companies representing 18 countries. The PTL is one of just three in the world (and the only one in the United States) that provides qualification services.

Joint effort

ASU engineering researchers are developing the next-generation "robotic ankle" with the Brooke Army Medical Center in San Antonio. The robotic ankle, appropriately nicknamed "SPARKy," uses regenerative kinetics to help the below-the-knee amputee use less energy to propel themselves forward when walking. The project is expected to be completed in 2009.

Full of merit

With a record 188 National Merit Scholars in last year's freshman class, ASU ranked third among public universities and eighth among all schools, ahead of Yale, Princeton and Stanford. The ASU student body includes 606 National Merit Scholars overall.

Asu rocks

With specimens representing more than 1,555 separate meteorite falls, the ASU Center for Meteorite Studies houses the world's largest university-based meteorite collection. The collection is being used for geological and space-oriented research by scientists at ASU and all over the world.

Quick comparison:

ASU had 16 Fulbrights (2007),
UT had 11. Both entered 45 students

ASU has 22 colleges and schools
UT has 16

ASU awards 13,600 degrees annually
UT awards 12,000

ASU enrollment: 64,400
UT enrollment: 50,200

ASU has 9,724 first-time freshmen
UT has 7,485

[ASU Scoreboard](#)[Holiday Bowl Central](#)[ASU Home](#)[Sun Devils Everywhere](#)[For Future Sun Devils](#)

test
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[page contact](#)

Exhibit B

Exhibit B



« Ten Big East players to watch this college season | Main | Five teams that could win the BCS: LSU »

Arizona State wants you to 'Fear the Fork'

Arizona State, college football — posted by malmurschel on April 12 2011 11:10 AM

Discuss This: Comments(3) | Add to del.icio.us | Digg it

It's time to Fear the Fork.

Or at least, that's what the new promotion for Arizona State's new re-branding program wants you to do. The school unveiled its new marketing campaign on Tuesday and the emphasis was on, well, what else, the fork. Sun Devils fans have always embraced the fork, but now the school is looking to fully take advantage of it in its new makeover.

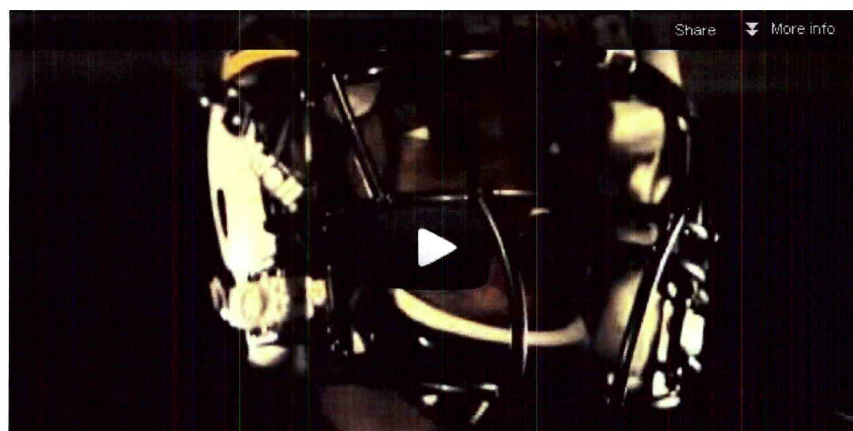


Arizona State unveiled a new re-branding campaign which included new uniforms designed by Nike.

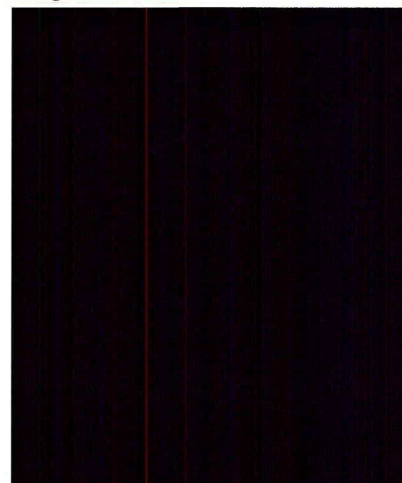
The school, which has been working with clothing manufacturer Nike, introduced new athletic uniforms for all of the teams. Gone is the Sun Devil, replaced with a more modern looking pitch fork. At least in football, the team has several color choices, similar to what Nike has been doing with Oregon.

What do you think? Like or dislike?

VIDEO EXTRA: Nike released this video talking about creating the new look.



College football video



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Matt Murschel
osmattmurschel

osmattmurschel BBVA Compass Bowl will be played on Saturday, Jan. 5, 2013. Make your party plans now. [#cfb](#)
43 minutes ago · [reply](#) · [retweet](#) · [favorite](#)

osmattmurschel @TheBullGator How about a trust branch... sort of like extending the Olive branch



Add a comment

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COMMENTS

'Fear the Fork'??? Really??? I can't even say it without laughing.
Sounds like a variation on Rock/Paper/Scissors

Posted by PkD | Wednesday, April 13, 2011 at 12:34 PM

Great idea, yet the great shame is the criminals associated with the Folk Nation alliance of street gangs will quickly exploit ASU gear as part of their own, provided Nike and ASU produce some of the apparel in blue for "mass marketing".

Posted by ljomo762 | Wednesday, April 13, 2011 at 1:33 PM

Looks a lot like the shocker to me! Lol

Posted by Dan | Wednesday, April 13, 2011 at 5:12 PM

The comments are closed.

44 minutes ago · reply · retweet · favorite

osmattmurschel Urban Meyer refutes Sporting News report, says there was no Circle of Trust. #cfb thesent.nl/HLnVXz
52 minutes ago · reply · retweet · favorite

osmattmurschel Landry Jones, Collin Klein top the Sentinel's 10 players to watch this football season in the Big 12. #cfb #big12 thesent.nl/HrExWf
4 hours ago · reply · retweet · favorite

osmattmurschel @I_am_orange If the NCAA investigation proves he misled investigators, it would make sense. Up to [Congress](#) to decide.



Join the conversation

brant parsons
brantparsons

brantparsons @TheCornishHens I've already left a R and an RBI on the bench today
about 1 hour ago · reply · retweet · favorite

brantparsons Happy 100th birthday to one of the most iconic images in sports -- The Yankees pinstripe
about 1 hour ago · reply · retweet · favorite

brantparsons I really need to not get this upset when I leave SBs and HRs on my bench. #justfantasyright?
13 hours ago · reply · retweet · favorite

brantparsons Arkansas obviously hoping the media's obsession with Ozzie will kept it's strength...
19 hours ago · reply · retweet · favorite

brantparsons RT @os_coleyharvey: @brantparsons Somewhere Bobby Petrino is chucking as he puts aloe on his face.
21 hours ago · reply · retweet · favorite



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Orlando Sentinel - College Gridiron 365

Like



Orlando Sentinel - College Gridiron 365

Urban Meyer denied that there was a 'Circle of Trust' during the Big Ten Conference media teleconference Wednesday. The former Florida coach said he wasn't sure of the intent of some of the comments made by former players.



701 people like **Orlando Sentinel - College Gridiron 365**.



Exhibit C

Exhibit C



West campus Homecoming Schedule of Events

Monday, October 26

"Fear the Fork" Games

3 – 5 p.m., Fletcher Lawn – From 3-legged races to tug of war, kick-off Homecoming Week with spirited contests and spooky treats.

Hypnotist Show 7 p.m., La Sala Ballrooms, UCB

At the count of three, laugh the night away and be mesmerized by the spells of a hypnotist.

Tuesday, October 27

Flag Football Tailgate & Tournament Featuring Half-Time Hot Wing-Eating Contest 5:30 p.m., Las Casas Residence Great Lawn

Big-time griller BBQ at 5:30 p.m.

Tourney starts at 7:00 p.m., wings at 8 p.m.

T-shirts for participants and champions.

Thursday, October 29

Homecoming Float Building 8 a.m. – 5 p.m., Begins in UCB 320

Help build the West campus float for Saturday's Homecoming Parade in Tempe! Continues on Friday.

Ultimate Frisbee

3 p.m., Multipurpose Field

Join fellow Sun Devils for a fun, co-ed ultimate Frisbee tournament.

3rd. Annual Sparky's Star Search

7 p.m., La Sala Ballrooms, UCB

Break out your talent and compete for great prizes. Cheer on fellow Sun Devils at this annual tradition!

Friday, October 30

Homecoming Float Building 8 a.m. – finish, UCB 320

Help complete the West campus float for Saturday's Homecoming Parade in Tempe!

"Devilish Haunted Ball"

9 p.m. – Midnight,

La Sala Ballrooms, UCB

Sun Devils – dance the night away at this semi-formal event. Donate a canned food item for admission.



Wednesday, October 28 West Campus Open House! 10 a.m. – 11 p.m.

So much to see and do. Bring your family, friends and neighbors for tours, classes, games and more.

Full details at

www.west.asu.edu/publicaffairs/openhouse.jpg

Academic Expo

10 a.m. – 4 p.m., La Sala Ballroom C, UCB

A showcase of faculty research, creative activities and works in progress.

"Devils Decorate West"

2 – 5 p.m., Center Courtyard

Like a carnival midway, only better. Displays highlighting colleges, programs, clubs and services. Campus tours depart regularly from this area.

"Be an ASU Student for the Day"

From 2 p.m.

Five different 20-minute classes featuring ASU faculty. Classes begin at 2, 2:30, 3, 3:30 p.m.

Sparky's Big Top Carnival

4 – 7 p.m., Fletcher Lawn

Celebrate Sun Devil pride at our fall carnival featuring sweet treats, a strolling magician, pumpkin decorating and more!

Sun Devils Recruiting Sun Devils

5 – 7 p.m., La Sala Ballrooms, UCB

Meet with ASU alumni, expand your professional network, learn about exciting career and internship opportunities.

RSVP required: <http://students.asu.edu/career/rsvp>

Movies on the Lawn

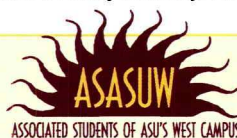
9 p.m., Fletcher Lawn

Bring your blanket or lawn chair for this student tradition. Get spooked with *Poltergeist*, plus enjoy pizza and drinks.

New College Department of Interdisciplinary Arts and Performance programming

2 – 7:30 p.m., Various locations

- Exhibit: Antique Hand Held Fans
Fletcher Library, 3rd Floor
- Gallery Installation: *A Veteran's Voice: Ken Hruby*
Guest artist and noted sculptor Ken Hruby is featured
IAP Gallery, 2nd Floor UCB
- Music Theatre Performance: "It's Only Life."
A short sampling from Broadway composer
John Bucchino's play.
7:30 pm, Second Stage West, Lower Level UCB.
Info: Dr. Jeffery Kennedy, 602-543-6020



Homecoming student activities are funded through the Student Initiative Fee.

Homecoming Activities Info at homecoming.asu.edu
or contact PAB at westhomecoming@asu.edu



Devilish homecoming

ASU 2010

Sparky's Spooky Haunted House/Carnival

Mon., Oct. 25 - 6 - 9 p.m.
Fletcher Library Lawn
Contact: Vincent.Cardenas.1@asu.edu

Movies on the Lawn - The Exorcist

Mon., Oct. 25 - 9 p.m.
Fletcher Library Lawn
Contact: Vincent.Cardenas.1@asu.edu

"Fear the Fork" Games

Tues., Oct. 26 - 3 - 5 p.m.
Fletcher Library Lawn
Contact: Vincent.Cardenas.1@asu.edu

Sun Devils Etiquette Dinner and Networking Reception

Tues., Oct. 26 - 5 - 7:30 p.m.
La Sala Ballroom, University Center Building
RSVP by Oct. 22 to:
<http://students.asu.edu/career/rsvp>
Contact: westcareer@asu.edu

Flag Football Tailgate & Tournament

Featuring: Halftime Hot Wing Eating Contest
Tues., Oct. 26 - 6 p.m.
Las Casas Residence Hall Great Lawn
Contact: Michael.Beadle@asu.edu

New College Faculty Expo

Wed., Oct. 27 - 10 a.m. - 3 p.m.
Fletcher Library
Contact: Heidi.Maxwell@asu.edu

Devilish Haunted Ball

Wed., Oct. 27 - 8 p.m. - 11 p.m.
La Sala Ballroom, University Center Building
Contact: Vincent.Cardenas.1@asu.edu

Pitchfork Pep Rally

Thurs., Oct. 28 - 11:30 a.m.
Fletcher Library Lawn
Contact: Michael.Beadle@asu.edu

4th Annual Sparky's Star Search

Thurs., Oct. 28 - 7 p.m.
La Sala Ballroom, University Center Building
Contact: Vincent.Cardenas.1@asu.edu

Homecoming Float Building

Thurs., Oct. 28 - Noon
Office of Student Engagement, UCB 320
Contact: Vincent.Cardenas.1@asu.edu

Homecoming Parade

Sat., Oct. 30 - 12:30 p.m.
University Drive, Tempe campus
Contact: asuparade@asu.edu

Homecoming Block Party

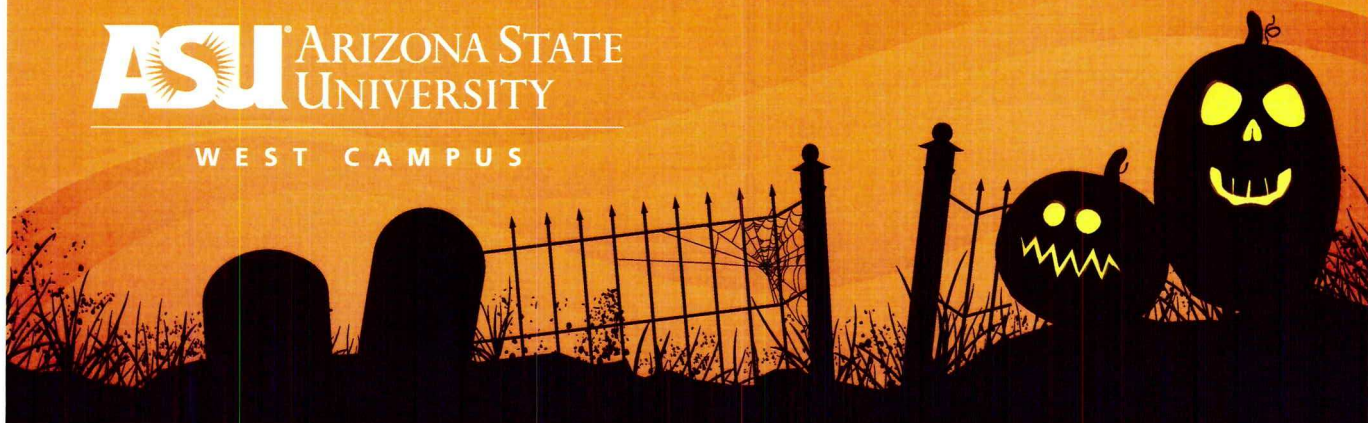
Sat., Oct. 30 - 1:30 p.m.
Old Main Lawn, Tempe campus
Contact: <http://homecoming@asu.edu>

Homecoming Game

Sun Devils vs. Washington State Cougars
Sat., Oct. 30 - 4 p.m.
Sun Devil Stadium, Tempe campus
Contact: <http://thesundevils.com>

ASU ARIZONA STATE
UNIVERSITY

WEST CAMPUS



Learn and play

The College of Liberal Arts and Sciences turns learning into fun at the Homecoming Block Party.

What to do

Celebrate a week's worth of events at the various campuses.

You are here

Find out key locations for the 2009 Block Party.

ASU Insight

ARIZONA STATE UNIVERSITY

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October 23,
2009

Homecoming 2009

ASU gears up for a 'Devilish' Homecoming Oct. 25-31

By Sarah Auffret

Governor Jan Brewer will be the grand marshal for the Homecoming Parade at Arizona State University in Tempe on Oct. 31. The festive Block Party begins at 9 a.m. and the parade at 10 a.m., on University Drive, so grab your pitchforks and prepare for a devilishly good time.

The parade starts at Myrtle Avenue and moves east to McAllister, with Sparky and the Sun Devil Marching Band joining dozens of gala floats and entries from student clubs and organizations.

The Block Party will take place just south of the University Club on Tyler Mall, winding north over the Alumni Lawn and across the street into the Palo Verde residence hall area. University Drive will be blocked off from 9 a.m. until 12:15 p.m., when the party ends.

Kickoff for the football game between the ASU Sun Devils and the California Golden Bears will be at 12:30 p.m., in Sun Devil Stadium.

This year's Block Party features more than 30 tents with activities and treats for children, plus demonstrations and exhibits for everyone. There will be face painting, clowns, balloon animals, prize wheels, free crayons and candy. Food and ASU gear will be for sale, also. Parents are encouraged to bring their children to trick-or-treat.

Children and their parents can get an enjoyable introduction to the exciting research at the Biodesign Institute, with activities that include making necklaces from strawberry DNA and creating nylon polymers in a safe and slimy-fun experiment. ASU Libraries will have a guest appearance by the "Ask a Librarian" chicken, and an assortment of historical ASU yearbooks for the older crowd.

ASU Native American alumni will have cultural performances, student art, crafts for children, games, and tacos and fry bread for sale. ASU Athletics will offer inflatable bouncy games in the Kidz Zone, and Eight/KAET will feature Masters of Disaster, a free student- and family-focused safety course.

A special Challenges Mall created by the ASU Foundation will have interactive computer stations to learn about the challenges of today's world and the ways ASU is trying to meet them. Everyone in the community is invited to join in the fun, whether they are



The Homecoming Parade down University Drive, scheduled for 10 a.m., Oct. 31, features dozens of gala floats and entries from student clubs and organizations.

alumni or not.

A week of events will precede the big day. Events listed below are at the Tempe campus and are free and open to the public unless otherwise noted. For details and a complete schedule at all four campuses, visit the Web site <http://homecoming.asu.edu>.

Oct. 25 – Devil Duels, 2 p.m. to 5 p.m., Student Recreation Center tennis court, includes dodge ball tournament and hot dog eating contest.

Oct. 26 – Sun Devil Night on Mill Avenue, 5 p.m. to 9 p.m., with deals at shops and restaurants. Campus MovieFest, free student film premiere, 8 p.m., at MADCAP theater, 730 S. Mill.

Oct. 27 – Spirit and Culture Day, 11 a.m. to 1:30 p.m., on Hayden Lawn, with live entertainment and music, and Penny Wars to raise funds for Roswell Park Cancer Institute.

Oct. 27 – Devilish Dueling Pianos, 7 p.m.

to 10 p.m., on Palo Verde Beach (north of University Drive), with food and live entertainment from Scottsdale's dueling piano bar, Howl at the Moon.

Oct. 28 – Locks of Love and Goin' Bald for Bucks, 11 a.m. to 1 p.m., on north side of Memorial Union, a service project to raise funds for Roswell Park Cancer Institute by shaving students' heads. Student groups will perform.

Oct. 28 – Two-for-one concert and comedy performances, doors 5:30 p.m., show 6:30 p.m., at Tempe Beach Park, with music by Gym Class Heroes and comedy by Craig Robinson and the Nasty Delicious, presented by the ASU Programming and Activities Board. Advance tickets \$15 with student ID and \$22 for public, available at the ASU Bookstore; \$5 extra at the gate.

Oct. 29 – "Phantom of the Opera," 2 p.m. and 7:30 p.m., Gammage Auditorium, discounts on tickets to the musical for students

and alumni at <http://homecoming.asu.edu/> phantom.

Oct. 30 – Lantern Walk, 8 p.m., "A" Mountain, climb to the top of the mountain in one of ASU's longest-standing traditions that dates back to 1917. Gather at 5th Street and College to carry lanterns to the summit, enjoying music and fireworks.

Oct. 31 – Block Party, 9 a.m., from Old Main's alumni lawn north to Palo Verde Main, featuring 30 tents with demonstrations, exhibits and activities, plus a Challenges Mall.

Oct. 31 – Homecoming Parade, 10 a.m., University Drive from Myrtle to McAllister Avenues, with Sparky, Sun Devil Marching Band and Spirit Squad.

Oct. 31 – Football game, 12:30 p.m., Sun Devil Stadium, ASU Sun Devils vs. California Golden Bears, ticket charge.

Auffret, with Media Relations, can be reached at (480) 965-6991 or sauffret@asu.edu.



Homecoming Block Party and Parade

ASU's Block Party and Homecoming Parade are the premier events at the Tempe campus. The Block Party, the biggest party of the year, will provide food, giveaways and lots of activities for adults and kids on the Old Main Lawn before and after the parade down University Drive.

The Homecoming Parade begins at 10 a.m., Oct. 31, with the Block Party kicking off at 9 a.m. The Sun Devils take on the California Golden Bears at 12:30 p.m.

A variety of events at the ASU campuses will lead up to game day. For a complete list of Homecoming events, visit <http://homecoming.asu.edu/calendar>.

Initiative challenges ASU community to engage in global issues

By Barbby Grant

Not all of the Homecoming festivities this year will have a devilish theme. ASU's future as a New American University and the pressing challenges it intends to tackle will be the focus of activities on Cady Mall during the Homecoming Block Party Oct. 31.

All faculty and staff are urged to explore the Challenges Before Us area, sponsored by the ASU Foundation.

The Challenges experience will feature interactive displays and a series of riveting videos. The goal is to introduce the public to a new way of thinking about what ASU does, why it is so important and ways to become involved in the initiative.

"We are seven years into a systematic redesign of ASU, moving ourselves in the direction of being a very accessible, deeply public university with an outstanding faculty," says ASU President Michael Crow. For ASU, with its unique purpose and mission, it's about more than creative learning and great instruction. Now that we've achieved a lot of progress toward that objective, we want to take all the power, knowhow and capability of the university and begin addressing a series of

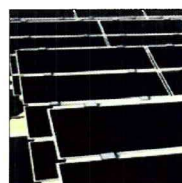
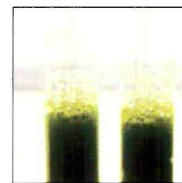
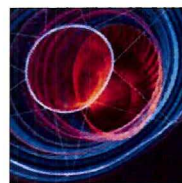
challenges that we think are essential for our state and our nation to address."

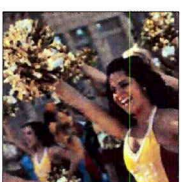
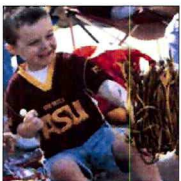
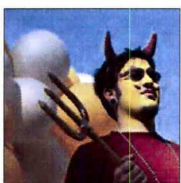
The challenges are expressed in eight major questions facing the world today: How do we create a sustainable way of life? How do we educate in a rapidly changing world? These are some of the questions that help capture important concerns that the university and the community share.

The eight global challenges, and a set of some 100 more immediate ones, represent the combined expertise and potential of ASU faculty, staff, students and programs. They emerged from nearly two years of study and consultation. Deans and program directors, for example, singled out 400 specific teaching or research activities that addressed problems of local, national or global importance.

In addition, the challenges include immediate goals, such as teaching critical thinking, accelerating breakthroughs in basic science and linking the arts to social and personal well-being, that will serve as foundational knowledge for making progress on a number of other major challenges as well.

(See BLOCK PARTY on page H2)





Block Party to feature 'Challenges' on Cady Mall

(Continued from page 1)

"Arizona State University faculty and students are expected to engage in research, exploration and scholarship that is impactful," says Quentin Wheeler, ASU's vice president and the dean of the College of Liberal Arts and Sciences. "Impact may involve a new theory or method that changes how colleagues around the world conduct their research. Or it may solve a problem facing society locally, regionally or globally. We want people to see more clearly the connection between issues they care about deeply and the exciting, often complex work that ASU students and faculty are doing."

A preview of the challenges project has been available since last fall when a Web site was launched

and a video produced. Many faculty, staff, students, alumni and others who have previewed the project have expressed excitement about it.

"The Challenges video literally gave me goose bumps when I saw it," says Rojann R. Alpers, an associate professor in the College of Nursing and Health Innovation and the president of the University Senate.

Michelle Gutierrez, a senior journalism major, saw the video at spring commencement. She says it made her proud to be part of ASU and eager to get involved in the Challenges initiative.

"The powerful words and images resonated in my mind," she says. "As soon as I arrived home, I checked out asuchallenges.com to read more about this inspiring project. Learning more about all

of this makes me realize how ASU is redefining the purpose of my college education. Sun Devils like me are discovering real-world applications for everything that we learn in the classroom. We are expected to change the future. We are empowered to reach our potential. We are empowered to create solutions."

To learn more about the Challenges initiative for yourself, come to Cady Mall Oct. 31 and visit the Web site at www.asuchallenges.com. In addition to learning more about the overall initiative, you will have opportunities to leave a comment, sign up to receive more information and connect with groups who are working on one or more of the challenges.

Grant can be reached at barby.grant@asu.edu.

Liberal Arts and Sciences brings bits and pieces of labs and classrooms to Homecoming Block Party

By Carol Hughes

Reptiles, "Lucy," meteorites and "meteorwrongs," physics experiments and Jiu-jitsu demonstrations are among the activities planned for this year's Homecoming Block Party by academic units and research centers in the College of Liberal Arts and Sciences.

The college is ASU's home for Earth and space exploration, speech and hearing science, and research in the life sciences. That means space-themed interactive activities, ear plugs and snakes will be at the college's Homecoming site, located in the grassy area between Old Main and the Piper Writers House during the Oct. 31 Block Party.

This year's location is unfenced and members of the ASU community and the public are welcome to interact with Liberal Arts and Sciences students, faculty members, alumni and staff, and participate in scores of hands-on family activities.

The college is ASU's hub for English and creative writing, international languages and cultures, and film and media studies. The humanities will celebrate Homecoming with a children's story time, giant crossword puzzle and calligraphy practice, in addition to popcorn and movie trivia questions.

In the social sciences, the college is where students ponder human evolution and social change, delve into the complexities of social and family dynamics, and design geospatial modeling and urban plans. Among activities in the social sciences will be a sustainability guessing game and a computer-based activity to calculate your carbon footprint.

Back in natural sciences – and in keeping with the Halloween theme at this year's Homecoming – the student affiliates of the American Chemical Society from the department of chemistry and biochemistry will serve up a multi-colored (pH dependent) witches brew. This will be complemented by a hands-on demonstration of the science of slime, which will show off the variety found in toy stores and a different and much slimmer one used on many movie sets. The students also will be making "elephant's toothpaste," which is made by the iodide-catalyzed degradation of hydrogen peroxide. To top everything off, they will demonstrate various changes of state with the help of liquid nitrogen.

Also planned, by the psychology department, are activities and assess-



Reptiles from the "Living Collection" in ASU's School of Life Sciences will again be one of the exhibits at this year's Homecoming Block Party.

ments tied to health and wellness, including body mass index, blood pressure and a demonstration on how psychology and robots work together for stroke therapy.

Block Party goes can try their hand at math puzzles from the college's new School of Mathematical and Statistical Sciences. And cadets from the university's Army and Air Force ROTC units will have information about aerospace studies and military science.

"There will be lots of activities for children and carnival-type food, including snow cones and cotton candy," says Rebecca Albrecht, the college's director of special events. "We hope students, faculty and staff from other colleges and schools stop by to check out the many displays and demonstrations."

Hughes, with the College of Liberal Arts and Sciences, can be reached at (480) 965-6375 or carol.hughes@asu.edu.

Journalism alumni invited to tour new building

By Julie Newberg

Arizona State University's journalism program has experienced an amazing evolution during the past 25 years.

Technology changed the way that students work – from the demise of the typewriter to the advent of video display terminals. Laptop computers, e-mail and the Internet are modern-day tools of the trade.

What hasn't changed are the basic tenets of journalism. As the Walter Cronkite School of Journalism and Mass Communication celebrates its 25th anniversary, the school continues to teach professional journalism ethics while expanding its offerings to embrace the multimedia age.

Highlights throughout the years have been many. One of the biggest was naming the school after Walter Cronkite, the CBS news anchor who was an essential member of Americans' households during the 1960s.

"The landing of the Cronkite name – thanks to Tom Chauncey – in 1983 was, of course, huge," says Doug Anderson, who joined the school in 1979 as a professor and served as the director from 1987 to 1999. Chauncey, the owner of the local CBS affiliate, contacted Cronkite and asked him to help the school.

Other milestones included broadcast students earning real-world experience when the school's weekly television newscast called "Southwinds" was launched in 1989. (Today's broadcast students host Cronkite NewsWatch three days a

week from the school's new building downtown.)

Cronkite students also began dominating the William Randolph Hearst Foundation's Journalism Awards Program during the 1990s, elevating the school's reputation and showcasing the best work that budding journalists were turning out. Today's students continue to dominate the Hearst awards.

"That is a great measure of the quality of a journalism program," says Christopher Callahan, the dean of the Cronkite School.

Landing the sixth \$1.5 million Knight Chair from the John S. and James L. Knight Foundation in the 1990s was another milestone that took Cronkite from a nationally known program to a top school.

"The Cronkite School was among the first 10 journalism programs in the nation to receive the Hearst Foundation's Visiting Professionals Program endorsement and was among the first nine to be selected for the Freedom Forum's Professional-in-Residence program," Anderson says. "Another of many highlights was having the privilege of being able to hire so many bright, talented and hard-working professors to make the school far more nationally formidable than anyone would have dreamed possible."

The Cronkite School took another leap forward in 2004 when ASU President Michael Crow announced that the school would become an independent unit and be an integral

part of the new Downtown Phoenix campus. Since arriving at ASU three years ago as dean of the Cronkite School, Callahan has continued to raise the quality of the school with a new curriculum that emphasizes hands-on, multimedia training, star faculty who bring years of media experience to students, and a state-of-the-art journalism complex in the heart of the city. The school's new 223,000-square-foot, six-story building in downtown Phoenix offers students the chance to learn in a facility equipped with seven digital media laboratories, seven digital computer labs, five working newsrooms and two TV studios with adjoining digital control rooms for daily newscasts and satellite feeds.

The Cronkite School keeps traditional journalism values at the core of its mission – teaching students to write and broadcast objective, comprehensive stories under tight deadlines using digital skills that are increasingly in demand.

"This is one of the best journalism schools in the country today. Over the next three to five years, we'll take the Cronkite School to the top school in the country by focusing on the future and traditional journalism values," Callahan says.

Cronkite alumni in town for Homecoming are welcome to take a tour of the new Cronkite School downtown. Sign up for a tour at 9 a.m., 3 or 4:30 p.m., Nov. 14. For more information visit the Web site www.asu.edu/alumni/groups/08septcronkite.html.

Newberg, with the Office of Public Affairs, can be reached at (602) 496-1005 or julie.newberg@asu.edu.

West campus conducts weeklong 'Devilish' celebration

By Stephen Des Georges

What do flag football and hot wings have in common with a hypnotist? How is an academic expo featuring faculty research linked with a Devilish Haunted Ball or an evening movie on the Fletcher Library Lawn or a big-top carnival?

Each is a popular piece of Arizona State University's 2009 "Devilish Homecoming" celebration at the West campus, Oct. 26-30. The weeklong festivities culminate Oct. 31, in Tempe, with the Sun Devils taking on the University of California Golden Bears on Frank Kush Field at Sun Devil Stadium.

Homecoming and Open House events at the West campus are free, and additional information is available by e-mailing westhomecoming@asu.edu or visiting the Web site www.west.asu.edu/publicaffairs/homecomingevents.jpg.

The highlight of the five-day schedule at the West campus is the Oct. 28 Open House that is open to the public and includes a full day of events, displays, tours and more, beginning with an Academic Expo from 10 a.m. to 4 p.m. The final event on the Open House schedule is Movies on the Lawn, featuring the spook flick "Poltergeist," beginning at 9 p.m.

The weeklong festivities begin for students Oct. 26, with Fear the Fork games at 3 p.m., on the Fletcher Lawn, and a hypnotist session at 7 p.m., in La Sala in the University Center Building (UCB). Included in the Fork games are a pumpkin pie eating contest, pumpkin relays, three-legged races, tug-of-war, a water balloon toss and more. A deejay will spin, and prizes will be awarded to game winners.

On Oct. 27, the annual Flag Football Tailgate and Tournament is featured, including a hot wing eating contest. The action takes place on the Las Casas Lawn, beginning with a grill-style barbecue at 5:30 p.m., tournament at 7 p.m. and the wing eating competition at approximately 8 p.m. Participants will receive event T-shirts, while tournament and wing winners will earn championship tees. Team entry information is available

by calling (602) 543-8524 or visiting the Web site <http://west.asu.edu/fitness/intramurals.cfm>.

In addition to the expo – featuring an inside look at faculty research, projects and works-in-progress – and Movies on the Lawn, the Oct. 28 Open House calendar of events features Devils Decorate West, a giant display area from 2 p.m. to 5 p.m., in the Center Courtyard, highlighting colleges, programs, clubs and services; Sparky's Big Topcarnival from 4 p.m. to 7 p.m., on the Fletcher Library Lawn; and Sun Devils Recruiting Sun Devils, a networking and career opportunities meet-and-greet with ASU alumni from 5 p.m. to 7 p.m., in La Sala. To reserve your spot in Sun Devils Recruiting Sun Devils, visit the Web site <http://students.asu.edu/career/rsvp>.

From 2 p.m. to 5 p.m., campus tours will originate from the Devils Decorate West area, led by campus ambassadors from the Devils Advocates. Also originating from the Center Courtyard beginning at 2 p.m. will be a chance for the public to experience a day in the life of a student. "Be an ASU Student for the Day" features five 20-minute classes ("ASU 101," "History of Arizona," "Cross-Cultural Business Negotiations," "Phoenix and Global Warming" and "Distance Learning Studios") with ASU faculty.

The festivities continue Oct. 29 with an ultimate Frisbee tournament on the campus multipurpose field west of the Sands Classroom Building. The games begin at 3 p.m. and students are encouraged to enter individually or as part of a team. Teams will be formed at the event. The popular third annual talent show, Sparky's Star Search, returns this year at 7 p.m., Oct. 29, in La Sala. Last year's show attracted nearly 200 entrants and an audience of more than 200. Cash prizes will be awarded to the top three student acts and an entry form can be found online at <http://tinyurl.com/sparkystarsearch>. Auditions will take place from 7 p.m. to 9 p.m., Oct. 21 and 22, in the Second Stage West theater on the lower level of UCB.

Oct. 29 also marks the first day of a two-day float-building project that will begin in UCB

320 and, as the float takes shape, will move to a different campus location. The finished product will be the West campus float featured in the Homecoming Parade, Oct. 31, in Tempe. Float-building hours are from 8 a.m. to 5 p.m., Oct. 29, and from 8 a.m. to finish, Oct. 30.

The final West campus Homecoming event is the student Devilish Haunted Ball, that takes place from 9 p.m. to midnight, Oct. 30, in La Sala. Dance-goers are asked to dress in semi-formal attire and a wide variety of food treats will be featured. Last year more than 100 revelers attended the Homecoming Ball and this year, once again, ball-goers are asked to bring a canned food donation.

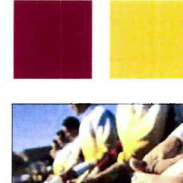
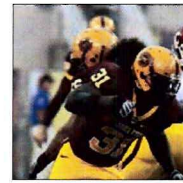
"This schedule has something for everybody and is the product of hard work and creativity by the campus Programming and Activities Board, Office of Student Engagement, Student Affairs, the Associated Students of ASU's West campus, our colleges and clubs, and so many more dedicated students, faculty and staff," says Heidi Maxwell, the West campus events manager. "The goal is to present the university and this campus and the wonderful programs and services we offer to the campus and overall communities."

"There is a lot to see and do, and we know everyone will have a great time exploring and being a part of our Homecoming activities."

Students, faculty and staff interested in volunteering to assist with Homecoming events should visit the Web site <http://westhomecoming-eventbrite.com>. Note that the number of tickets listed for each event represents the number of volunteer positions available.

For more information, contact Cathy Reyes-Talbot, with the Programming and Activities Board, at (602) 543-8200 or westhomecoming@asu.edu, or contact Heidi Maxwell, West campus events manager, at (602) 543-5306 or heidi.maxwell@asu.edu.

Des Georges, with Public Affairs at the West campus, can be reached at (602) 543-5220 or stephen.desgeorges@asu.edu.



Downtown landscape shines in maroon, gold

By Marshall Terrill

ASU's Downtown Phoenix campus will be showing its heart of maroon and gold as it prepares for Homecoming 2009.

Beads, pom-poms, banners, balloons, costumes and footballs will fill out the downtown landscape for a week of "Devilish" homecoming traditions and celebrations that reflect ASU pride.

"Homecoming Week is a time of celebration for students and the community," says Cassandra Aska, the director of the Department of Student Engagement. "The variety of events and activities provides an opportunity for everyone to show their Sun Devil spirit. We all look forward to this time in the year, where ASU pride runs rampant across all of Phoenix."

Scheduled activities for Homecoming week include:

- Sparky's Challenge, 2 p.m., Oct. 25, at University Park, 1002 W. Van Buren St. Students will compete in the fourth annual Homecoming Kickball Competition and vie for a Golden Pitchfork Award.
- Hearts of Gold Service Project, 3 p.m., Oct. 26, ASU Wells Fargo Student Center, 455 N. 3rd St., Suite 265, Phoenix. Students will volunteer at the Tumbleweed Drop-in Center, 902 N. 5th St., Phoenix, to assist with creating backpacks and goodie bags for their haunted house fundraiser to support the organization.
- Office Decorating Contest, 11 a.m. to 1 p.m., Oct. 27, all ASU Downtown Phoenix campus buildings. All offices must register by Oct. 25.
- Night of Gold Homecoming Celebration, 7 p.m., Oct. 29, Taylor Place Residence Hall, 120 E. Taylor St., Shade Garden, Phoenix. Join the Programming and Activities Board and Resident Hall Association build the Downtown Phoenix campus float for the Homecoming Parade.
- Fright Night, 7 p.m., Oct. 29, Taylor Place Residence Hall, 120 E. Taylor St., Phoenix. Join the Programming and Activities Board for a night of frights at a local haunted house and maze.
- Fest Devil and Open House, 11:30 a.m. to 1:30 p.m., Oct. 30, Taylor Mall, First and Taylor Streets. Celebrate ASU's Homecoming with free entertainment, activities and goodies.
- ASU Homecoming 2009 Block Party, parade and game, 9 a.m., Oct. 31, Sun Devil Stadium, Tempe. Join universitywide festivities on the Tempe campus before the Sun Devils take on the UC Berkeley Golden Bears.

To register or RSVP for homecoming activities, e-mail Traditions@asu.edu or visit the Web site www.asu.edu/homecoming.

Terrill, with Public Affairs at the Downtown Phoenix campus, can be reached at (602) 496-1005.

Homecoming spirit rocks events at Polytechnic

By Kari Stallcop

ASU Polytechnic is rocking Homecoming this year with its biggest celebration yet. Students from all the ASU campuses are welcome to attend the festivities, which will include a festival, Taste of East Valley and a concert by local band Authority Zero.

The celebrations start Oct. 26 with a Homecoming theme for the weekly Kickback sponsored by the Programming and Activities Board Polytechnic (PABp). Students will be able to enjoy snacks and games in a relaxed atmosphere while they get ready for the week ahead.

The annual Polytechnic Homecoming Fest will take place from 11:30 a.m. to 1:30 p.m., Oct. 27, at the Student Union. This year, the event, sponsored by PABp, will include free food, pumpkin decorating, prizes and games, as well as the annual "kiss the pig" contest.

For those who bleed maroon and gold, the Latter Day Saints Student Association is sponsoring a Homecoming blood drive from 10 a.m. to 4 p.m., Oct. 28, in Cooley Ballroom A at the Student Union.

On Oct. 29, Homecoming swings into high gear with an Open House for prospective students and their families. Visitors will be able to tour the campus and learn about ongoing research and programs at Poly, as well as financial aid, admissions and housing options.

Following the Open House, several East Valley restaurants are joining in the festivities. Food vendors will be setting up from 6 to 8 p.m., in Lot 30 near the Technology Center. Participating restaurants include Rubio's Fresh Mexican Grill, Chick-Fil-A, Texas Road House, Rhino Cafe, Recipes Family Restaurant, Jamba Juice and Starbucks.

Thursday's main event, made possible by the student activity fee, is the concert with headline act Authority Zero starting at 7:30 p.m. Seven Car Pileup will open at 6 p.m. A valid ASU student ID is required for admission to the concert, and students are able to bring one guest.

"This event is incredibly important to the student leaders here," says Ashley Glattling, the ASASUP vice president and chair of the Student Fee Allocation Board. "Poly is a special place that deserves to be noted and we want to host an exciting event to show our Sun Devil and Poly campus pride."

The concert will be held on the Poly parade grounds. Students are encouraged to bring their own blankets or portable chairs.

Homecoming events continue Oct. 30 with the Boo Bash, a Halloween party hosted by Williams Campus Housing. The Boo Bash will take place from 6 p.m. to 9 p.m., in the Student Union Annex. Students will be able to enjoy food, Halloween activities, a haunted house and games.

"We think that this week of activities is a really big step for the Polytechnic campus," says Derek Upayokin, the director of PABp. "I want people to see that great things are happening here."

Stallcop can be reached at kari.stallcop@asu.edu.

homecoming.asu.edu


FREE BLOCK PARTY

Saturday, October 31

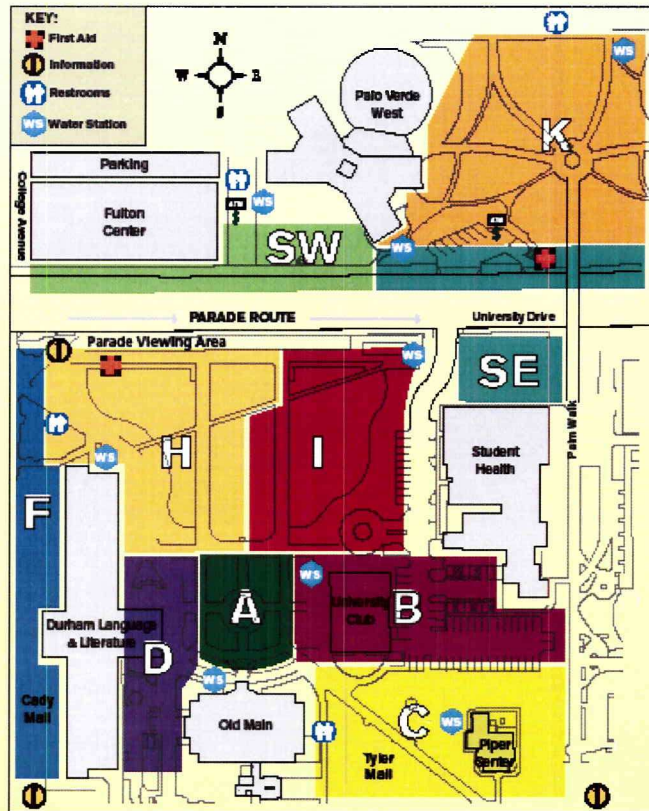
9:00 a.m.: Block Party 10:00 a.m.: Parade

12:30 p.m.: ASU vs. University of California Berkeley

Event Parking:

All parking lots south of university \$10 for general parking. Lots are free with an ASU decal.

Homecoming is a low-waste, 'green' event. Please look for signage, use the blue bins to recycle, and refill your water bottles at the water refilling stations. Green Team volunteers will be on site to help.

**A**

(Pumpkin Patch)
ASU Alumni Association
Los Diablos Latino Alumni Chapter
Stage in Alumni "Light" and Jacob Tyler Lucas

B

University Club

C

Air Force ROTC (Aerospace Studies)
Arizona Center for Medieval and Renaissance Studies
Army ROTC (Military Science)
Chemistry and Biochemistry
College of Liberal Arts and Sciences
English & Piper Center for Creative Writing
Film and Media Studies
Hispanic Research Center
Kinesiology
Physics (with Center for Biological Physics)
Psychology

School of Earth and Space Exploration
(with Center for Meteorite Studies)
School of Geographical Sciences & Urban Planning
School of Historical, Philosophical & Religious Studies
School of Human Communication
School of Human Evolution and Social Change
(with Institute of Human Origins)
School of International Letters & Cultures
School of Life Sciences
(and Center for Biology and Society)
School of Mathematical & Statistical Sciences
School of Politics and Global Studies
School of Social and Family Dynamics
School of Social Transformation
Speech and Hearing Science
The Melikian Center: Russian, Eurasian & East European Studies Center

D

Concessions
Volunteer Sign in and Out

F

Challenges Mail hosted by ASU Foundation

H

ASU Downtown Phoenix Campus
ASU Libraries
ASU Welcome You (rest spot)
College of Teacher Education and Leadership
Education Partnerships
First Aid
Global Education Services
Herberger Institute for Design and the Arts
Mary Lou Fulton Institute and Graduate School of Education
New College of Interdisciplinary Arts and Sciences
University Tent

I

ASU Gamma
ASU Online and Extended Campus
ASU Parents Association
Barnett, The Honors College
Black Alumni
Devils' Advocates
Ira A. Fulton Schools of Engineering
Leadership Scholarship Program
Research & Economic Affairs
Solutions Through Higher Education
S.T.A.R.T.
Student Media (Photo booth)
University Housing Reunion
University Student Initiatives
W.P. Carey School of Business

K

ASU Athletics
ASU Bookstores
Club ASU
Concessions
Eight, Arizona PBS with Masters of Disaster
First Aid
ILX Resorts

SE

ASU Police
City of Tempe
Environmental Health & Safety
Global Institute of Sustainability & School of Sustainability
Stage East PAB Stage Main Parade Review Stand with Black Cat
Step Up for Down Syndrome
Student Success Centers
Downtown * Polytechnic * Tempe * West
The Biodesign Institute
University Audit & Advisory Services

SW

(Parade Announce Stand)
Association of Latino Professionals in Finance & Accounting
ASU Hispanic Alumni Stage
College of Technology and Innovation
ASU Polytechnic
Hispanic Business Students Association
Native American Alumni Chapter
West Stage - "Second Shift" sponsored by Hispanic Alumni

Exhibit D

Exhibit D

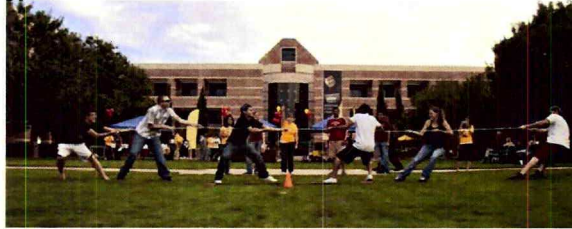
'Devilish Homecoming' 2009

Posted: October 29, 2009

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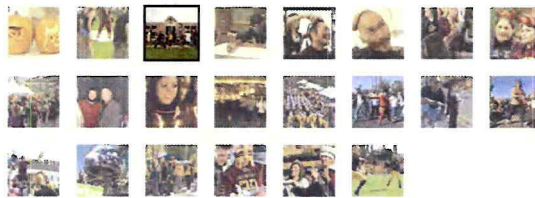
Next Photo



Students play tug-of-war on Fletcher Lawn at the "Fear the Fork" Homecoming Kickoff.

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ASU gears up for a 'Devilish' Homecoming Oct. 24-31

Photographer: Tom Story



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ASU's Week in Pictures

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Sun Devil profile: softball player Katelyn Boyd

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1 2 3 4 5 6 7 8 9 next last »

- Academic Year 2007-2008
- Academic Year 2006-2007
- Academic Year 2005-2006
- Academic Year 2004-2005

Exhibit E

Exhibit E

SUN DEVIL LAW
#195

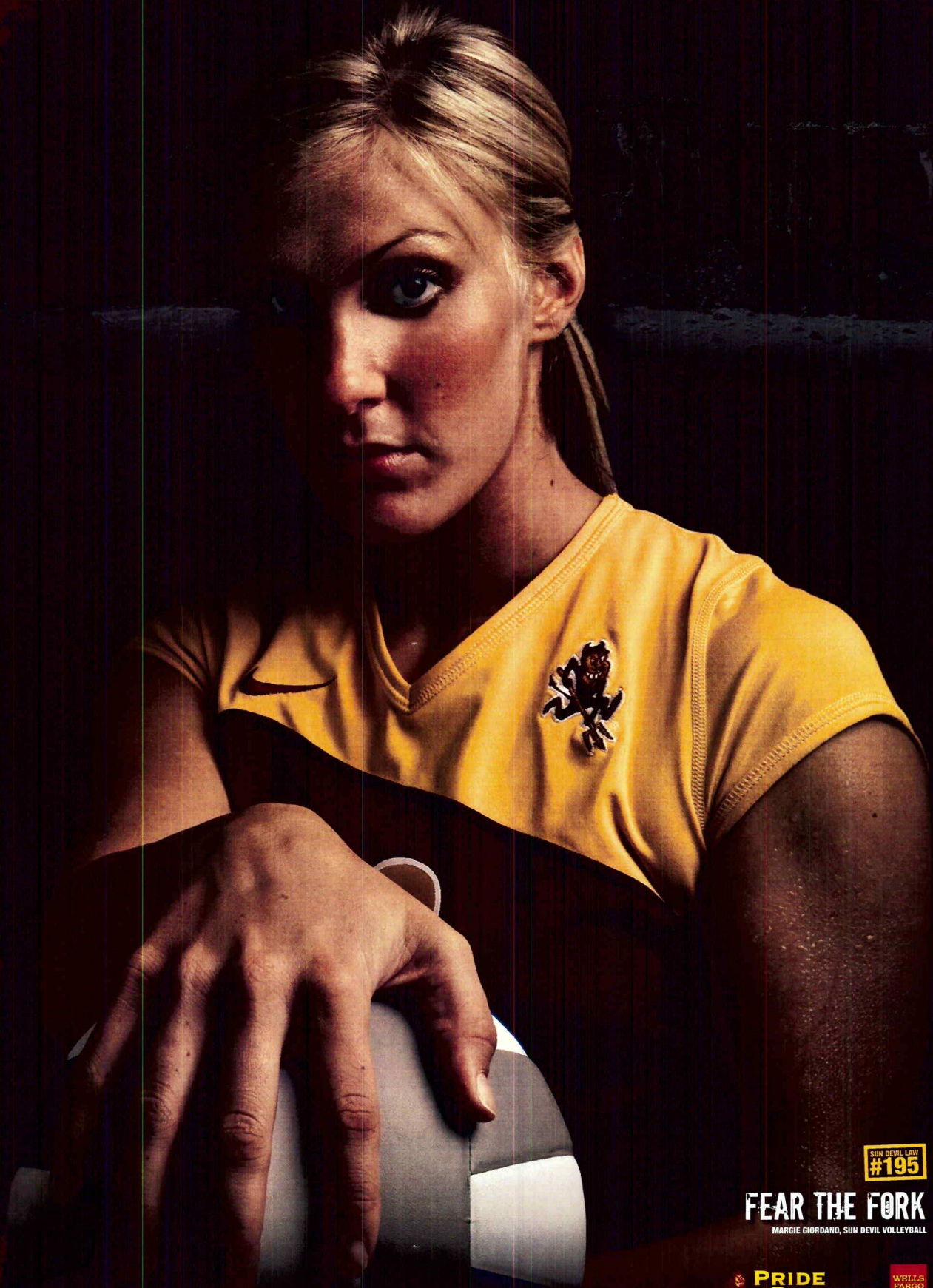
FEAR THE FORK

SPARKY THE SUN DEVIL

PRIDE
IN THE
DESERT

WELLS
FARGO

Photograph by Blair Bunting



SUN DEVIL LAW
#195

FEAR THE FORK
MARGIE GIORDANO, SUN DEVIL VOLLEYBALL

PRIDE
IN THE
DESERT

WELLS
FARGO

Photograph by Blair Bunting



SUN DEVIL LAW
#195

FEAR THE FORK

JAMES HARDEN, SUN DEVIL MEN'S BASKETBALL

PRIDE
IN THE
DESERT

WELLS
FARGO

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Exhibit F

Exhibit F





Exhibit G

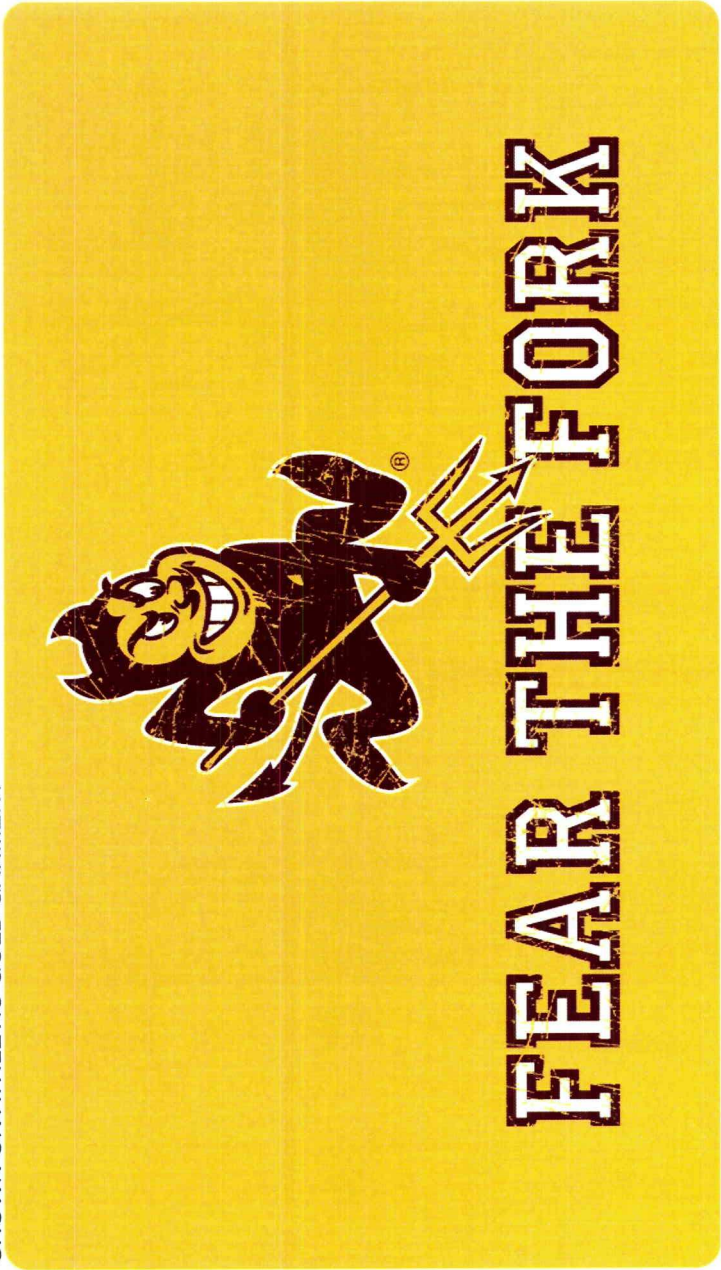
Exhibit G

DESIGN# 14191307206
SIZE: 5.5" W
LOCATION: CENTER FRONT

WHITE	ASU MAROON						
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GOING ON INFANT S/S TEES

SHOWN ON ATHLETIC GOLD GARMENT



DESIGN SHOWN AT 80% OF ACTUAL SIZE

DESIGN# 13207109100
 SIZE: 4" H
 LOCATION: CENTER FRONT

WHITE	ASU MAROON						
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GOING ON INFANT BODYSUITS

SHOWN ON ATHLETIC GOLD GARMENT



DESIGN SHOWN AT ACTUAL SIZE

Exhibit H

Exhibit H



« Ten Big East players to watch this college season | Main | Five teams that could win the BCS: LSU »

Arizona State wants you to 'Fear the Fork'

Arizona State, college football — posted by matt murschel on April, 12 2011 11:10 AM

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It's time to Fear the Fork.

Or at least, that's what the new promotion for Arizona State's new re-branding program wants you to do. The school unveiled its new marketing campaign on Tuesday and the emphasis was on, well, what else, the fork. Sun Devils fans have always embraced the fork, but now the school is looking to fully take advantage of it in its new makeover.

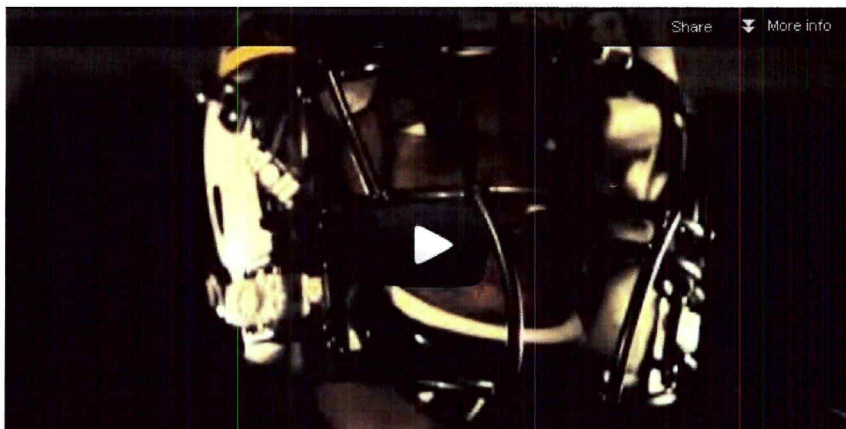


Arizona State unveiled a new re-branding campaign which included new uniforms designed by Nike.

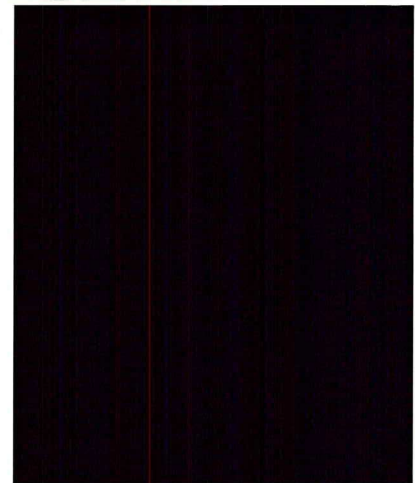
The school, which has been working with clothing manufacturer Nike, introduced new athletic uniforms for all of the teams. Gone is the Sun Devil, replaced with a more modern looking pitch fork. At least in football, the team has several color choices, similar to what Nike has been doing with Oregon.

What do you think? Like or dislike?

VIDEO EXTRA: Nike released this video talking about creating the new look.



College football video



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Matt Murschel
osmattmurschel

osmattmurschel BBVA Compass Bowl will be played on Saturday, Jan. 5, 2013. Make your party plans now. #cfb
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osmattmurschel @TheBullGator How about a trust branch... sort of like extending the Olive branch



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COMMENTS

'Fear the Fork'??? Really??? I can't even say it without laughing.
Sounds like a variation on Rock/Paper/Scissors

Posted by PKD | Wednesday, April 13, 2011 at 12:34 PM

Great idea, yet the great shame is the criminals associated with the Folk Nation alliance of street gangs will quickly exploit ASU gear as part of their own, provided Nike and ASU produce some of the apparel in blue for "mass marketing".

Posted by ijomo762 | Wednesday, April 13, 2011 at 1:33 PM

Looks a lot like the shocker to me! Lol

Posted by Dan | Wednesday, April 13, 2011 at 5:12 PM

The comments are closed.

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osmattmurschel Urban Meyer refutes Sporting News report, says there was no Circle of Trust. [#cfb thesent.nl/HLnVXz](https://twitter.com/cfbthesentnl/HLnVXz)
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osmattmurschel @I_am_orange If the NCAA investigation proves he misled investigators, it would make sense. Up to [Clemson coach](#)

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about 1 hour ago · reply · retweet · favorite

brantparsons Happy 100th birthday to one of the most iconic images in sports -- The Yankees pinstripe
about 1 hour ago · reply · retweet · favorite

brantparsons I really need to not get this upset when I leave SBs and HRs on my bench. [#justfantasyright?](#)
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brantparsons Arkansas obviously hoping the media's obsession with Ozzie will keep it's strength...
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brantparsons RT [@os_coleyharvey](#): [@brantparsons](#) Somewhere Bobby Petrino is chuckling as he puts aloe on his face.
21 hours ago · reply · retweet · favorite

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Urban Meyer denied that there was a 'Circle of Trust' during the Big Ten Conference media teleconference Wednesday. The former Florida coach said he wasn't sure of the intent of some of the comments made by former players.



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**ARIZONA STATE
SUN DEVILS**

ASU Football: New Uniforms—Fear the Fork in 2011

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By Brad Denny (Correspondent) on April 12, 2011

31,397 reads 7

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Among the Sun Devil fanbase, the team's overall look has been hotly debated for years.

Many felt that the distinctive maroon and gold colors and the **Sparky the Sun Devil** mascot logo (originally designed by the Walt Disney company) were as much a part of Arizona as cactus and 100-

degree March days.

However, as times changed, the feeling that Arizona State's look was stagnant began to grow. So ASU began working with equipment sponsor Nike to re-brand the entire athletic program to bring the Sun Devils to the cutting edge of collegiate sports.

They began a beautifully-executed campaign of teaser videos, telling fans "It's Time."

Rumors and speculation ran rampant throughout the state as whispers of "all black" and "like Oregon" became common. Perhaps most controversially, the idea of Sparky being removed from the football helmets became a fierce battle of old vs. new school.

Today, it was finally time. At a well-run press event, the new look of ASU sports was unveiled. Let's take a look at the sleek new look of the football team as they head into their first season of Pac-12 play.

All images courtesy of ASU.

Begin Slideshow

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Arizona State Team Stream™



ASU Football: New Uniforms—Fear the Fork in 2011
from Bleacher Report



Odds for Arizona State to Win Their Conference
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Biggest Cheap Shots in College Football History
from Bleacher Report



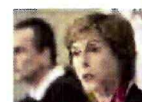
New Stadium Renderings Unveiled
from TheSunDevils.com



Reasons for Optimism at ASU
from Bleacher Report



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Arizona State Football: Like this team? Like 247 likes. Sign Up to see what your friends like.

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Brad Denny posted 12 months ago

Contributor 1

Update: It appears there will be a small Sparky decal on the back of the helmets

0 : Like Reply



1 reply collapsed



Adam Edmiston posted 12 months ago

Contributor 2

not a fan, looks the the HS army all american jerseys

0 : Like Reply



Henry Ross posted 11 months ago

Contributor 1

Those black alternates looking bloody amazing, I will now only bang in that, this may reduce my possible targets to ASU alumni and current female students...

0 : Like Reply

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Don Diablo posted 12 months ago

Contributor III

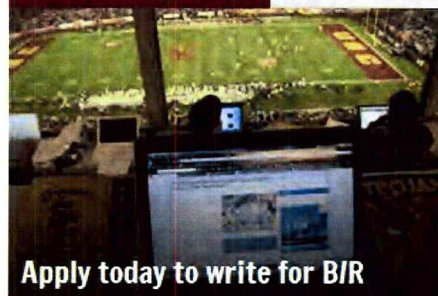
At first, I hadn't seen the normal road whites and home maroon jerseys, just the all black. I was skeptical with adding black as a primary color as ASU would be losing an identity factor and look more like Oregon St.

I hate saying but I agree with USC fan in that ASU has no history to build on and the nostalgia of Sparky on the helmet has been blown up for a more marketable pitchfork design.

I come from a school that re-brands every so often with Nike in Virginia Tech. While recently they have stayed with the same designs or gone with a retro look. It's not a bad look, it's just too much at one time compared to a new uniform for certain games like most schools do.

0 : Like Reply

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about 15 hours ago

@BleacherReport: Who would you hire to be the next coach of Arkansas? Lots of big names being thrown around right now.

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2012 NFL Schedule

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It's time to Fear the Fork at ASU!



Can you believe it?

After weeks of speculation and rumor, Arizona State University unveiled their new 'brand identity' on Tuesday at the Memorial Union on the ASU campus with plenty of pomp and circumstance.

The most amazing part of the day is that nobody leaked the information, which was available to boosters and various media members as early as last Saturday.

Say one thing for Pitchfork Nation—they can keep a secret. But now that the secret is out, have a look for yourself.



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So, how do I feel about the 'new look'?

I like almost all of it. Mostly because I thought ASU's look in both football and basketball was too traditional (especially basketball). This does give a consistent feel to all the teams on campus in how they'll look on game days.

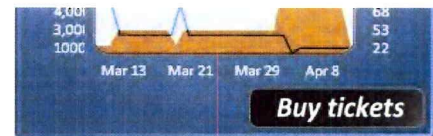
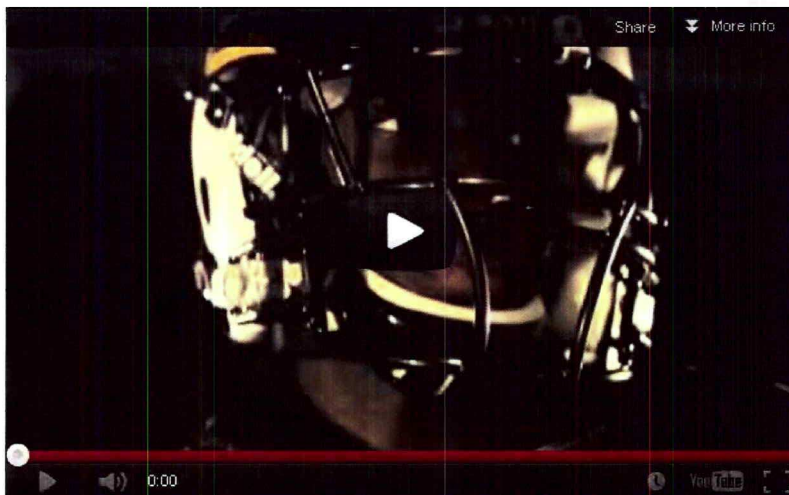
What I really like:

- The black matte football helmet is damn cool
- I like the simplicity of the Sun Devil bold font
- The fact that Sparky is still present on the football helmet (albeit, barely)
Options, options, options. ASU hasn't reached Oregon level, but then again, who has?

What I'm not so crazy about:

- The ASU lettering on the sleeves of the football jersey. Jersey numerals or the rebranded pitchfork logo (or hell, even Sparky) would have looked better here. I don't like the gold to white gradient used on the numbers on the black football jersey.
- The men's basketball uniforms (especially the home whites) are way too plain still. I was told that the coaches had a lot of input on the branding update, so this doesn't shock me. ASU had the most boring home white basketball uniforms in the country for the past several seasons. I would have liked to have seen gold alternate basketball uniforms instead of black, but that's just a personal preference.

So how do you feel about the new look at ASU? Let us know in the comment section below.

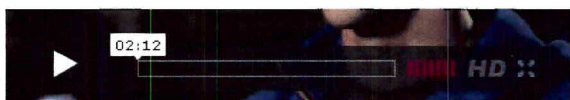


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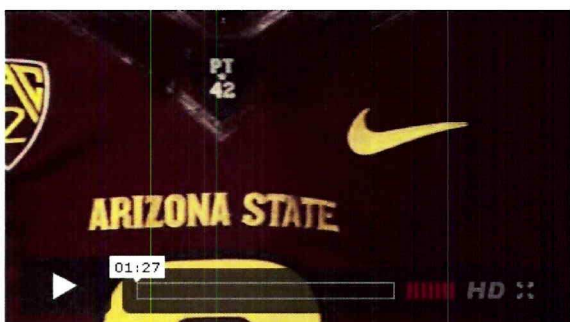
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Nike Senior Graphic Designer discusses new look of Sun Devil Athletics from ASU News on Vimeo.



Nike Creative Director discusses new look of Sun Devil athletics from ASU News on Vimeo.



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Ghogelin

Selling out to Phil Knight's Oregon Nike factory is just another step in lost traditions. It has been said forever that ASU has been lacking in traditions.

As Alumni, we have been told how valuable our degrees are except when hiring turncoats from UCLA as AD, and head coaches looking to use ASU as stepping stones.

ASU went through the logo issues in the 1970's. Then, as it should be now, the ASU Alumni should have had an input.

Oregon can wear their black, Maroon and Gold forever!!!!!!!!!!!!

G. Pete Hogelin
ASU 1968

11 months ago

Like Reply



Ab33

White on White with gold helmets? I don't like that combo. We should introduce a white helmet.

12 months ago

Like Reply



Cjones

I agree with you on all of your likes and dislikes. The fading yellow to white on the black jerseys make it seem too Missouri-like. The black helmets may be the best in college football. I was still expecting something a little more extreme, more like Oregon. The white football jerseys look good but not great, and the maroon and gold from a distance look the same. For all the hype and with Nike designing them I expected a little more originality and creativity excluding the black ones. The basketball ones are entirely too boring in all colors; very plain and basic. The black basketball uniforms look more like the jerseys of the Iowa Hawkeyes.

Glad to see some change though. I think the university was in need of something like this. Now the next step is to start winning!

12 months ago

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Exhibit I

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Fifth-Ranked Sun Devil Water Polo Closes Out Regular Season With a ...

4/14/2012
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Size

Color Code

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Product #: 040668 00025847X/AA

Fabric : 60% Cotton/40% Polyester

Origin : Import

Vendor : NIKE TEAM SPORTS

Turn up the heat wearing this ASU 'Fear the Fork' official practice t-shirt. Built for performance and comfort, this short sleeve t-shirt has Dri-Fit technology that wicks moisture away to help keep you cool and dry. This campus shirt features the pitchfork logo with a 'Fear the Fork' headline repeated across the front. Good times are just a jab away!

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Fabric: 100% Cotton
Origin: Import
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\$25.00

Size

Color Code

QTY

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Product #: 040668 00026398XAA

Fabric : 100% Cotton
Origin : Import
Vendor : NIKE TEAM SPORTS

Pitch the spoon, diss the knife, but Fear the Fork! Wear your warning to cringe at cutlery front and center in this Arizona State campus t-shirt. This short sleeve t-shirt combines comfortable fabric with updated style to create your new favorite look. T-shirt features the school colors with the number 1 displayed in the 'F' of the "Fear the Fork" headline that is screen-printed on the front. Some times you just [Show Full Description](#) v

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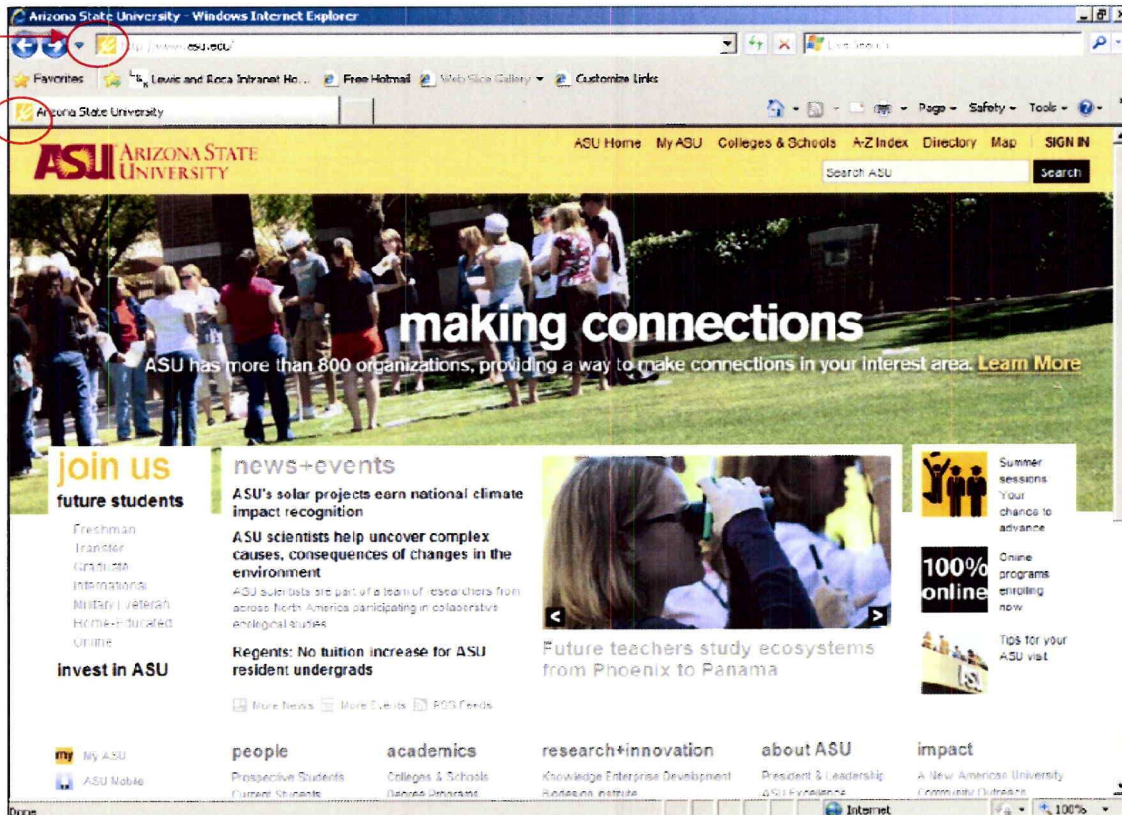


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Exhibit L

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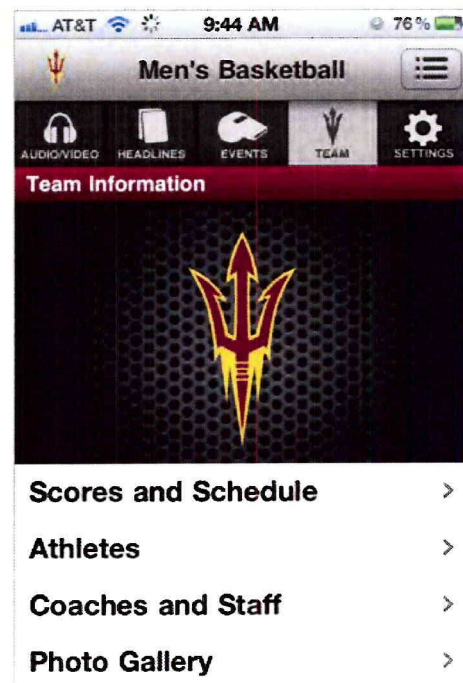
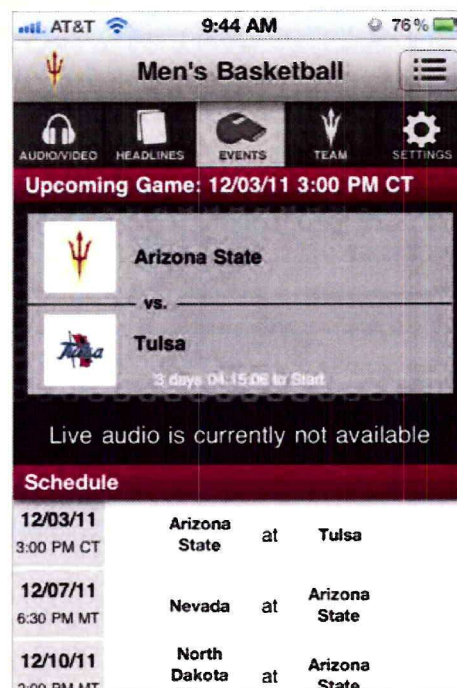


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Serial Number 73562896

Filing Date October 11, 1985

Current Basis 1A

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Published for Opposition April 14, 1987

Registration Number 1446309

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Attorney of Record Glenn Spencer Bacal

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Design Search Code	04.01.04 - Devils; Horns, persons having
Serial Number	73651696
Filing Date	March 27, 1987
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 29, 1987
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Registration Date	December 22, 1987
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Attorney of Record	Glenn Spencer Bacal
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Design Search Code	04.01.04 - Devils; Horns, persons having 14.07.02 - Farm equipment, agricultural implements (non-motorized), pitchfork; Pitch forks; Pitchfork
Serial Number	73562891
Filing Date	October 11, 1985
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 13, 1989
Registration Number	1555794
Registration Date	September 12, 1989
Owner	(REGISTRANT) ARIZONA BOARD OF REGENTS AKA ARIZONA STATE UNIVERSITY BODY CORPORATE ACTING FOR ARIZONA STATE UNIVERSITY ARIZONA UNIVERSITY LEGAL COUNSEL, ASB ROOM 202 TEMPE ARIZONA 85287 (LAST LISTED OWNER) ARIZONA BOARD OF REGENTS, FOR AND ON BEHALF OF ARIZONA STATE UNIVERSITY CORPORATION ARIZONA P.O. BOX 877405 TEMPE ARIZONA 852877405
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Attorney of Record	Glenn S. Bacal
Prior Registrations	1438108;1445084
Type of Mark	TRADEMARK
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Word Mark	TEAM SPARKY
Goods and Services	IC 041. US 100 101 107. G & S: sponsoring intramural, intercollegiate and exhibition athletic and sporting events, namely, football, basketball, track and field, gymnastics, baseball, wrestling, volleyball, badminton, golf, tennis, archery, softball swimming and diving, cross country, and other related sports. FIRST USE: 20030900. FIRST USE IN COMMERCE: 20030900
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.01.25 - Archers (men); Hunters (men); Men, hunters, archers and other men with a significantly prominent weapon.; Weapons (men carrying) 04.01.04 - Devils; Horns, persons having 14.07.02 - Farm equipment, agricultural implements (non-motorized), pitchfork; Pitch forks; Pitchfork
Serial Number	78632655
Filing Date	May 18, 2005
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	February 21, 2006
Registration Number	3092912
Registration Date	May 16, 2006
Owner	(REGISTRANT) Arizona Board of Regents, for and on behalf of Arizona State University BODY CORPORATE ARIZONA P.O. Box 872003 Tempe ARIZONA 85287
Attorney of Record	Glenn Spencer Bacal
Prior Registrations	1446309;1449790;1555794
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE TEAM APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead	

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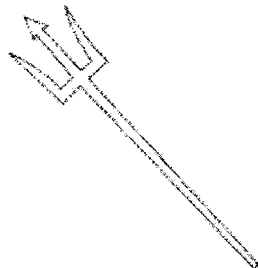
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Goods and Services	IC 041. US 100 101 107. G & S: Encouraging and providing coaching and facilities for intramural, intercollegiate and exhibition athletic and sporting competitions by organizing, sanctioning, conducting, regulating and governing sports programs and activities in the following sports: football; basketball; track and field; gymnastics; baseball; wrestling; volleyball; badminton; golf; tennis; archery; softball; swimming and diving; cross country running". FIRST USE: 19470915. FIRST USE IN COMMERCE: 19470915
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	24.03.04 - Tridents
Trademark Search Facility Classification Code	ART-23.01 Weapons ART-24.15 Arrows
Serial Number	77921520
Filing Date	January 27, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 9, 2010
Registration Number	3910101
Registration Date	January 25, 2011
Owner	(REGISTRANT) Arizona Board of Regents, for and on behalf of Arizona State University body corporate ARIZONA P.O. Box 877405 Tempe ARIZONA 852877405
Attorney of Record	Glenn Spencer Bacal
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of a stylized long-handled trident.
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead	LIVE

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Word Mark	PITCHFORK
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: printed publications, namely, magazine supplements to newspapers featuring information about restaurants and dining. FIRST USE: 20060222. FIRST USE IN COMMERCE: 20060222
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	14.07.02 - Farm equipment, agricultural implements (non-motorized), pitchfork; Pitch forks; Pitchfork
Serial Number	77966442
Filing Date	March 23, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 1, 2011
Registration Number	3960580
Registration Date	May 17, 2011
Owner	(REGISTRANT) Arizona Board of Regents, for and on behalf of Arizona State University body corporate ARIZONA P.O. Box 877405 Tempe ARIZONA 852877405
Attorney of Record	Glenn Spencer Bacal
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of design of a pitchfork with the word "PITCHFORK".
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark	PITCHFORK
Goods and Services	IC 043. US 100 101. G & S: providing information relating to restaurants and dining. FIRST USE: 20060222. FIRST USE IN COMMERCE: 20060222
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	14.07.02 - Farm equipment, agricultural implements (non-motorized), pitchfork; Pitch forks; Pitchfork 27.01.04 - Letters forming objects; Numbers forming objects; Objects composed of letters or numerals; Punctuation forming objects
Serial Number	77966507
Filing Date	March 23, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 1, 2011
Registration Number	3960581
Registration Date	May 17, 2011
Owner	(REGISTRANT) Arizona Board of Regents, for and on behalf of Arizona State University body corporate ARIZONA P.O. Box 877405 Tempe ARIZONA 852877405
Attorney of Record	Glenn Spencer Bacal
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of design of a pitchfork with the word "PITCHFORK."
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE



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Goods and Services	IC 025. US 022 039. G & S: Athletic uniforms; Caps; Caps with visors; Jerseys; Shirts; Tops; and Uniforms. FIRST USE: 20060222. FIRST USE IN COMMERCE: 20060222
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	14.07.02 - Farm equipment, agricultural implements (non-motorized), pitchfork; Pitch forks; Pitchfork
Serial Number	77850944
Filing Date	October 16, 2009
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 19, 2010
Registration Number	4074579
Registration Date	December 20, 2011
Owner	(REGISTRANT) Arizona Board of Regents, for and on behalf of Arizona State University body corporate UNITED STATES P.O. Box 877405 Tempe ARIZONA 852877405
Attorney of Record	Glenn Spencer Bacal
Prior Registrations	1449790;1470103;3092912
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the design of a pitchfork.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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